



Happiness Is A SCAM

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**Birth; Only Information,
Death; Also Information,
In Between; Struggles...
Moments Expansive, Tough,
Life; Short, A Trough...
Reality, Just Information,
Journey Of Affirmation...
Still; Habitually Though,
Beyond, All Cognition;
Consciousness Remains,
Uninformed; In Negation...
Happily Oblivious Of,
Information; Realization...
In Initiation, Continuation,
All Along; Enterprising,
Information; More Information...**

Let Us Do It; Together

What Is Bliss; What Stands as Misery? We may settle, probably. However, this *Satisfaction* – a simple, calm and poised *Acceptance*, after thousands of years of human struggle and enterprises that now, in 21st century, we have the dexterity, information and wherewithal to comprehend and **Cognitize**; as we stand as the media of *Everythingness* of all happiness and sorrows, their awareness and feel; **What it is and How and Why it is Whatever it is.**

The joy and grief, which are only just a small part of the larger expressions of reality of the media of 'I'; are there to be understood, known and internalized as Reality; in all its expansiveness and munificence, stands tall in front of us. Can we bypass and stand in 'Happy' denial and disregard of the knowledge of Reality, which muffles us and stretches all around us as unavoidable landscape? Can we 'merrily' be oblivious of this shining and inviting landscape and still think of attaining real and true wellness?

Probably, we can! A mass majority of 99 percent humanity of the 7.5 billion people now and billions in the past have survived and lived their lives out, in 'blissful' denial, deception and oblivion of true and real knowledge of Reality. It is nobody's prerogative to say, they didn't witness 'happiness'. But then; it is a meaningful and critical inquiry, whether their happiness were true or 'scammed'. This is a timely inquisition, whether this attitude and propensity of mass majority, has manufactured this depraved, brutal, criminally inclined, fudged, fake,

conflicted, chaotic and fraudulent world, we struggle against in daily life-living and feel suffocated to breathe the elusive fresh air of joy and wellness. This hypothesis needs objective and holistic investigation. We journey this process...

Ignorance does not kill a bird; only 'Knowledge' kills, when it is fake, fudged, fabricated, fraudulent, propagandist, fictitious, depraved, partial and cunningly structured to scam average unsuspecting and unaware people as well as the Self. The massive plexus of cultures, politics, faith-system, economy and commerce buy and sell in bulk the above-mentioned 'ingredients' to manufacture 'pollution-layers' that have successfully replaced the grassroots landscape of Reality. Ignorance cannot kill; scams kill and the worst ever scam of humanity is 'Knowledge' - Fake-Fudged-Frilled! I very humbly invite you to a journey, to decipher, unravel and actualize this all; in humble and sincere togetherness. Give me your hand...

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A Humble Advocacy...

I have no eligibility. I am not even literate; given what colossus the knowledge stands out there as, to be internalized. I, however, write to instill this indispensability

of *Learning*, to earn the eligibility of the precious nomenclature of being *Human*. I only very humbly share my internalized *Contentment* that emerges and is engendered, as I journey untiringly on the pathways of experiencing Novelty and Alternativeness; without a shade of insinuation of a claim to finality. No knowledge can ever be the finality. Beauty and bliss of knowledge is that it is ever-evolving. I don't know; can't even present the pretence of it, yet; I attempt to present a humble advocacy for learning; understanding **Information**, in its magically marvelous holism and enlightening entirety. Unashamedly,

I confess of my perennial stupidity, to be the transcendental energy, to remain an ardent and persevered learner of Reality; in all its probabilistic holism and entirety. If I am a **Media**; though insignificant and insufficient; my consciousness must only **Align** with perpetuity of **Journey To Ever-evolving Reality**. I, through my restrictive inventory of words, only very humbly present this innocent advocacy of unfettered consciousness of learning. If Happiness is a credible Reality; in whatever probability; it is unraveled and deciphered only through this process. A Journey; as a metaphor, seems truly a probabilistic reality and encompasses the essence of true bliss.

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Truly great people cannot ever be 'Happy'. It is a time-tested hypothesis. True Intellectuals do not even chase Happiness. *Contentment*, in its holism of joviality and exuberance, muffles them all around. They remain consciously invested in 'Happy' processes; as a Seed is, in the Soil. They only perceive and internalize *Un-Happiness* differently. Eligibilities are 'Happy' expressions of Cognitive entitlements. Most brilliant and satiating entitlements are 'Processes'; not attainments. Happiness too...!

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Journey of Questions; Probable Answers...

Evolution; as humanity has now objectively known and understood; is deemed as calibrated progression of brains of organisms, as Media of information processing. The human brain is still not fully deciphered and unraveled, yet; it is accepted as the marvelous culmination of nature's definitive plan to evolve the 'most suitable' species in linearity of Time succession. The history of human brutalities; its embedded penchant and propensities for unimaginable criminalities, depravity and cruelties, not only on other species but primarily against its own;

undeniably and sincerely seeks true and real answer of so many questions about human consciousness and its most complex brain. Science has begun to understand human brain and especially Consciousness better, as evolutionary biology has added its own perspectives, along with neuroscience and artificial intelligence. If humans have the most complex brains than all other organisms, extending humans the much cherished label of 'most suitable' species; the question that cannot be denied is - **How come this Complexity attain such atrocious Criminality?** If survival success, especially sexual successes, in its multidimensionality of shades and meaningfulness, are the benchmarks of the golden 'suitability' and superiority of Humans, which this 'most evolved' and 'most complex' brain endowed and installed; how come this success and suitability engender this ghastliness and notoriety of brutality, cruelty, depravity, criminality, insanity, shamelessness and treacherous ingenuity in humans? What made the superiority, suitability, excellence of complexity and evolved maturity get expressed in deadly and disastrous eventualities? If we accept the quintessential and transcendental hypothesis that all organisms, including the mighty humans, have only one **Purpose** in life-living and that is to pursue **Happiness** and *reward* feelings; it is a simple, straightforward and logical inference that all the above-mentioned criminalities, depravities and brutalities, which human history and contemporary human world are full of, must be hugely pleasurable, rewarding and blissful!

If nobility-compassion is in minuscule minority and criminality-depravity-brutality is in absolute majority in human world; it is clear that nobility is painful and happiness is invested deeply in all the infinite shades of ignobility and immorality. The question therefore needs to be answered as what exclusively 'human' is there in our Consciousness and Cognition that makes this reality. It is hugely important to decipher the reality of 'Happiness' in its entirety and holism to unravel the embedded 'scam' in it, which makes it so innately aligned to criminality and depravity. The answer must be in human brain itself! The answer must be in evolution and progression of this very powerful and amazing brain - from a simple crawling worm to contemporary humans. The answer must be in the complexity and intricacies of brain's interaction with external milieus, which humans have conscientiously or unconscientiously made hugely complex, conflicted and depraved. Together, we shall try to journey all questions; probable answers. If humans; as a superior species, truly qualify to be adorned with crown position, after billions of years of evolutional intelligence; then only Happiness has any relevance. If Happiness has a true and actual Reality; it must justify its lustful and besotted dalliance with conscientious criminality and heinous brutalities. We shall journey all probabilities of all realities; together...

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At The Very Outset...

For vast majority of people, it is difficult to perceive and accept that they can die. Living and incessant processes of corroboration of life-feel, seldom allows the percolation and installation of the inevitability of death; especially the total and irrevocable *mortality*, which is deeply engraved and embossed on life, since inception. The subconscious denial and cultural mind training to consciously deceive reality is handy. On the contrary, there are people, for whom, it is equally hard to feel and accept that they are actually living; at least in the way, most accept living-ritualism as. They feel, they are already dead; just witnessing the processes of life-living; from some vantage point, akin to a movie in a theatre. Interestingly; their struggle of 'denial' is just inverse, as they consciously negate the probability of they being actually alive the way most people perceive and accept.

The theorists of geographical and anthropological idea of Determinism believe that this is the core difference between broad Oriental and Occidental cultures, generic cognitive processes and belief-systems. Blame it on geographies and climatic causalities. Life presented different dimensions in two differently Sun-Endowed geographical realities and the evolution installed its 'suitability' signature on mind consciousnesses differently. Probably, it is some sort of a 'geo-climatic dimorphism',

which affects the way same genes express themselves differently. The morphological difference is also very marked. Phenotypes and genotypes are happy couple. Somehow, life's own precarious and undulating trajectory is powerful; it makes so many people confront the 'feel', the two extreme ends of life and death engender. We don't need to go into details of it here. Dimorphism in its holism however, is interesting field of knowledge, aware men and women should invest in.

Then, there are new age people, who believe in simulation and perceive life-living as simulated reality. The metaverse ideas infuse some more perceptions and feel of reality of life and living. Science adds its own dimensionalities to reality, as it installs different probabilities of realities. Human brain's innate abilities to paint imaginative abstractions are tools to engender innumerable shades of probable realities.

This is classic example of dualism of reality, where diametrically opposite ideas exist for *perceptions* of a single *reality* of Life. In fact; a single reality is experienced and felt in myriads of shades and each one vies for being the true and real. This is the seed input of marvel as well as depravity. Can someone say, with proven certainty, which of the many ideas about this reality is right, true, real and normal? There always is the inevitability of 'insufficient data' to seal a singular Reality. The bigger question probably is - Can the feel of reality; as different people

experience, be denied and rejected; even if there is singular reality? Here is this productive soil, which allows the harvest of varied criminality as men and women go to extreme ends to install and make others accept their 'version', shade, belief, faith and perceptions of reality as The Finality. Cultures are big schools of learning of this artistry of criminality.

Since ages, it has been said and even accepted that Reality is what and how one perceives as. In other words, reality is how it is manifested and unraveled to different people in different ways. Then; should we ask, 'How big and deep is this domain of **Perception of Reality**?' This somehow is similar to asking, 'How big and deep is the universe?' Both have answers but with loads of abstractions and some pretence of actuality; some mathematical complexity; not realizable by average human brain.

The bigger and deeper question; more relevant in societal-cultural-political-commercial-faith milieus of contemporary times, probably is - Are we truly perceiving things differently? Are we allowed and extended a liberal and compassionate milieu in our life-living to make multidimensionality of perceptions possible; let alone accepting them? Does an individual actually experience and internalize the feel of this perceptual rainbow, in all its different shades and hues?

We all know, probabilities of reality extends much more on both ends of the spectrum of the seven colors of rainbow,

our visual field is restricted to. The *Infra Red* and *Ultra Violet* are not amenable to normal sensory registry. Average person does not even think of their existence. Do average men and women realize and actually remember that our sensory perceptions are only a very small width of a window to actualize reality? Scientists are trained to undermine the predominance of senses and go beyond them to look for reality in its holism and entirety. Do average men and women ever get even a semblance of a mind training to see and accept realities, beyond their sensory limitations? Do average men and women accept that believing a reality and actually personally experiencing the reality are two different aspects? Can we accept with sincerity of perceptions that reality may manifest and unravel itself to different 'media' of living beings and all these shades of realities are equally probable and no single reality can be definitive? A dog has six times better smelling abilities than humans and through their olfactory sensibility; they can conjure up an imagery of reality of the external milieus. We cannot. Can we say, dog's reality does not exist for us and that is why not true?

The answer is probably 'No'. Most of us do not do it! We are not culturally trained to accept with equanimity and respect, different competing shades of realities. Our centuries old and now obsolete education system does not in any ways help us actualize these all. The **Universe of Perception** is colossal and deep. We do not even admit this reality, as we do not ever perceive and internalize how

huge and complex is the universe, of which we live in a place called earth; as tiny as sand particle. The family, society, cultures, nation, polity, economy and faith structures, etc; they all become *larger* and *deeper* than universe for us. They fill up 99 percent of the 'universe' of an average person and they all dump their own restrictive, partial, fudged, fake and scientifically invalid ideas and boundaries on us. Tragically enough; we are almost forced to live them out, experience them in second-hand ways and ape them. Tragically enough, 99 percent humans do not feel and allow this probability that our consciousness is very localized and our eyes cannot see things beyond 16 kilometers. The worldview of *Frog in the Well*, is a proverb, not popular and seldom recalled for daily life-living prudence and pragmatism. Scams sustain and get internalized this way.

This 'reality', which most people are subconsciously accepting, living out and chasing as dream attainments; is a huge Scam. It is there, lived out and has grains of what may be termed as reality but incorporates loads of cooked up and farcical contents. Why this reality is a huge scam? When I subconsciously or consciously accept 'part' of something as everything; when I accept a grain as universe; when I accept a perception as the only reality; when I deny my own mechanism and deceive myself to be right, I live out a scam. Worst however is the fact that I have very little innate inclination to even admit that I am in a scam. It needs evolved consciousness. Scam happens

primarily because they emerge from a universe of perception, which itself is scammed; since ages. The simple reason of we living out a scam is the fact that the cosmos of perception, which is the ambient external milieu, under which all humans are surviving, since centuries, are all partial, farcical, half-baked and massively hypocritical. The raw stock – the macrocosmic socio-cultural-political-economic-ideational milieu, which forms the dominant ‘ingredient’ for most of the perceptions about realities, humanity lives out, is itself scammed. Scammed perceptional soil shall almost always harvest scammed ideas and shades of realities.

Modern humans are forced to live out and accept many of such scammed ideas and idealisms. Humans are ‘happy’ to reject the farm products out of the ‘scammed soil’, infested with harmful pesticides, fertilizers and hormones and insist on ‘organic’ produce. However, they do not ever seek to reject and dump the ‘scammed soil’ of perceptional poisons and contaminations. **Happiness is only one of the scams! A Huge one!** This is a hypothesis! We shall test this hypothesis in all objectivity and scientific factuality of utmost precision. If we prove ourselves wrong; with honesty and objectivity; it shall be a *Happy* situation!

The question, which must be asked, is – how this huge scam runs its mechanisms in the brain states and how it happened to be? We are attempting the answer, with singular sincerity, based holistically on objective science

and contemporary knowledge of collective humanity. As hinted earlier; the answers are there in the mechanisms and processes of brain functioning. The universe of perception is in the landscape of brain plexuses. The answers are being mined by our brilliant scientists, who have made huge breakthroughs in understanding not only contemporary human brain but also the evolution of the brain, in the last hundreds of millions of years. They go beyond; some 3.5 billion years back, when the first single cell living organism came into existence. The colossal cosmos of perception, which harvests different crops of realities, have the seeds embedded in brain and human milieus. The seeds have answers; the true answers.

Happiness is a scam; it is a hypothesis, we shall test in details. However, it is probably only a small manifestation of huge perceptual scam. We are hypothesizing that it runs deep and wide in entire human world. In that sense; there are bigger and wider issues, which need to be detailed and deliberated to understand the true and real dimensions of stupidities and hypocrisies, which larger humanity has been sustaining and accepting as life-living 'normality' of realities. If they are scammed realities; they need to be unlearnt, fast and permanently. The humanity has come a long way to a stage of knowledge, where the scam stands exposed. The humanity is in need of completely novel and alternative life-living realities and benchmarks of purposes. The idea is simple - Either humanity changes completely and dumps its scammed

perceptions or is ready to perish in painful ways. It is already too late. If average person does not understand and accept that a 'perception', he or she holds as true and real, is only a shade of the large spectrum of the holism of knowledge; the trouble begins. A perception is just a shining star called Sun, which may be the basis of your life but the universe has billions of such stars. However, popularly, we don't call any other star as Sun and therefore, 'Happily', we have only 'ONE' Sun. If even in 21st century, average person does not accept the reality of the holism of true knowledge; the humanity is definitely doomed. As we said earlier, ignorance does not kill; only fake-fudged-farcical-partial perceptions, which a person holds as his or her knowledge, kills. This 'killer' is already out and massacring humanity. *Happily*, they don't figure in statistics of Crime Bureau Reports of any country.

There is another hypothesis, which we are accepting and this shall decide the constitution of this eBook. We are hypothesizing that average person does not have the time and inclination to read through lengthy and complicated books. That is why, what we are doing in this eBook is talking only about happiness as scam. This may then apply to many other ideas. Secondly, as we do not wish to make this eBook long and boring, we shall deal only with specific aspects of the idea that happiness is a scam. As I always believe in personalizing an eBook, with special and specific needs of you as reader, I shall detail those aspects, when

you write me about them. This eBook is short, straight and simple. The details may follow; if you wish!

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The Intent - Aim and Purpose

It is a humble and very affectionately honest affirmation that if we try to understand and realize something, very different and unknown, we shall have to dump the *analogies, metaphors* and *symbolizations*, through which most of us are habitually inclined to see and accept an idea or reality. Our cognitive spectrum is so used to seeing through these analogies, metaphors and symbolizations for realization and perception of realities. For example, if we ask, what is life; the popular answers are - Life is a *Journey*, Life is a *Stupid's Story*, well told; Life is a *Dream*, Life is a *Drama* of unscripted theatrics; etc. All these are metaphoric expressions of a probable reality, which is too huge and complex to be simplified in such symbolic terms. However, we all usually understand most realities only this way, for ease of perception. We may hypothesize; our brain is designed and evolved this way. That is probably why our languages evolved this way. Therefore, the same prism probably cannot serve the purpose, if we attempt to visualize and internalize some novel and alternative ideas and realities.

This novelty and alternativeness can happen, if we alter the question itself. So, if we instead ask, 'What constitutes life; or what mechanisms-processes define life', the metaphors would not help or at best, they shall have to be altered too. As I proceed to talk about novelties and alternativeness; I humbly urge you to accept this hypothesis and be open to visualizing things beyond the restrictiveness of analogies and symbols; especially the populist ones; at least for the sake of progression of the journey of words here.

It is almost impossible to arrive at and describe in specificity, something, which is essentially an intangible registry of the brain states, involving billions of neural cells and trillions of neural connections. Somehow, humans could evolve a mechanism, called language, which marginally facilitated expressions but with loads of limitations and vitiations. Language is essentially a fixed pattern of analogies, metaphors and symbolizations, through which a reality, idea, thought or feel is expressed and realized. Very naturally, an analogy only limits the meaningfulness and spectrum of reality by presenting a limiting 'context' of a symbol or metaphor. As language is so heavily binding on average human and most humans are poor at languages; the reality, idea, thought or feel become fixated and confined to some popularly and dominantly held expression.

If you ask, 'What is Happiness'? The replies may come as - Happiness is *Elixir* of life; Happiness is true *Meaning* of

life; Happiness is being *Healthy*; Happiness is being *Successful*; Happiness is a state of *Wellness*; etc. As we earlier talked about life; these are all also mere symbolizations of a reality. They only present a partial 'context' to the expression and realization of a feel of reality. They are not the true and right answer of the question asked as they do not present the Holism of the Reality of Happiness. Science tells us to approach a reality beyond the 'normality' of sensory suitability, to reach out to novel and alternative dimensions, available as probability of reality. The same happens when you ask – What is Love? What is Success? What is Reality? Etc.

What I very humbly seek to say is this simple yet very difficult hypothesis that humanity has since ages suffocated itself and has been sort of slave to the 'contextuality' of Reality in very restricted and limiting meaningfulness of realities. The languages have somehow made us slaves to this constrained 'partialism' of reality, idea, thought or feel; as most of us simply cannot free ourselves from the subconscious chains of populist and dominant patterns of analogies, metaphors and symbolizations, which lend 'form' and 'shape' to realities. It is time to change and come out of the *slavery!* As humanity has now known and accepted, true and objective knowledge cannot be wholly internalized through 'Intuitive' perceptual windows. We need to break free, come out in open and breathe the air of non-intuitiveness of perspectives and cognition to decipher knowledge in its entirety and holism.

Human knowledge has progressed leaps and bounds. The languages, humanity evolved and matured through centuries, however have only deteriorated and got emaciated. Much of the sensibilities, rhythm and musicality of languages have either dried up or vitiating. The languages surely haven't kept pace with the exponential growth in human knowledge in many fields; thanks to modern and contemporary science. The contemporary scientific knowledge about brains, human physiology, information processing and evolutionary factuality has created such a milieu of insightfulness for us that humanity now needs to dump most of its old, archaic and obsolete ideas and analogies of reality. Contemporary knowledge of Reality seeks a new human, a new human system of life-living, alternative cognition of realities, a novel language system and above all; a novel and alternative culture of 'Perception' of Reality; based not on old, archaic and now obsolete patterns of analogies, metaphors and symbolizations but based on objective and measurable science of Reality. As humanity does it; loads of scams shall be busted and it shall pave ways for a truly meaningful and truthful life-living.

As I said, we still have to use this very restrictive media of language to express even the novel and alternative realities, which contemporary scientific knowledge of reality facilitates; we need to rise above and consciously make efforts to liberate ourselves from restrictiveness of languages too. This is my humble request.

As we talked earlier; reality, as we all perceive and is unraveled to us, is always ‘contextual’. It is critical cognition to visualize and internalize that Reality almost always gets unraveled to us as *contextual* to perspective or a vantage point of subjective or collective observance. To simplify this expression – whatever we see, feel and accept as something real and true, is perceived and realized largely through an analogy, symbol or metaphor; like we talked above about happiness, life or love. The ‘context’, which shapes up or extends ‘form’ to a reality, is not only confined to symbolizations of languages we know and speak. The contexts for human perceptual universe are so many. We shall talk in detail about such ‘contexts’ and the modern knowledge about these contexts as well as their role in restricting and limiting the perception of realities for us. Alternatively, we can also call these *contexts* as *filters*. This shall help us in unraveling the scam, we have hypothesized about.

The mention of context here is to point out to the fact that different contextuality creates segregated perception of realities. Like; if someone accepts ‘happiness is health’, shall have different overall feel and perception of happiness, compared to someone who accepts, ‘Happiness is Success’. The contexts are different as different symbols or analogies have been used as media of expression of context. Despite the fact that both sets of perceptual insistence talk about the singular ‘reality’ of Happiness; they are so different and powerful that they have almost

divided the human world into two mutually exclusive 'belief systems'.

The crucial point, we deal with in this eBook is how different 'forces' – personal as well as collective, conscious as well as subconscious, innate as well as synthetic, motivated-orchestrated as well as unintentional, etc. work their ways to influence and even scam the 'contexts' or 'filters' of perceptions; thus making a reality, like Happiness stand exposed to many manipulations and depravity. This makes Happiness a deeply scammed reality as the very perceptions about Happiness are itself subjected to fake-fudged-farcical-fraudulent contexts. As we understand this all; we shall have better understanding of the reality of happiness, which in turn shall optimize our wellness. This is the core purpose and intent of this eBook.

This we are talking to hypothesize; as we have talked earlier; that the cosmos of perception is deep and wide because the contexts, which shape up perceptions or feel, are so many and diverse. The language, we speak, add more diversity to it. However, the important question is – How many different contexts or vantage points of perceptions do we accept and feel comfortable with? We need to ask, 'Is our brain receptive of and has pathways for multi-dimensional realities?' Another consequential query is – Where are the easy and available inputs sustaining such multidimensionality of reality? Does an average person have easy and galvanized access to information and

knowledge of diverse contexts and perspectives, which facilitate multidimensionality? Also, do average men and women have the cultural mind training to accept and be respectful of diversity of perceptions about singular reality? Are our cultures, societies and polity oriented to be facilitative of multidimensionality of reality?

No doubt; as modern scientific knowledge tells us; the human brain is structurally wired for such multidimensionality. However, functionally; primarily because of populist and dominant cultural insinuations; human brain of average person is typically averse to and disrespectful to any other perception of reality, which it has and accepts as true and right. It is a huge tragedy that modern scientific knowledge is so rarely available for average person and they do not entertain it; even if made available. Almost routinely; what one sees and lives out; in his or her ambient and localized cultural milieu, is what the brain accepts as the only real and true reality. The cosmos of perception may be deep and wide but for average person, reality often is singular; very localized, perceptional and what it has been fed by the populist and dominant cultural insinuations. How can then change happen?

Here, in this eBook, we shall journey very different perspectives as we shall essentially talk about how our brain works and deals with contexts, perspectives, symbols and metaphors. We shall talk every possible aspect of

contemporary knowledge, which modern science has deciphered for us, to understand how important it is to dump our old and obsolete perceptions about ourselves, external world of society and cultures as well as the benchmarks and ideas we have been living out. We shall talk about all aspects of our life-living, which shall facilitate our understanding of how novel and alternative realities and their internalization can lead us to real and true appreciation of realities; including 'Happiness'.

We have hypothesized that *Happiness Is A Scam* and as we shall journey all relevant information, which this hypothesis embraces; we shall in turn create a possible advocacy of novel and alternative perspectives and contexts. This advocacy is aimed at enabling us to discover the multidimensionality of realities in their holism and entirety. This shall journey us to multidimensionality of true and real blissfulness, poise and contentment. We do it for **You** – For you to optimize your true Potentials and process your true Wellness. This may kindly be accepted as the intent and purpose of this enterprise, you have now become part of. Thanks!

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PREFACE

Knowledge is not required for successful life-living. It seems a cultural idea; rather an acquired aptitude that a child must be educated and obtain knowledge about lot many aspects of life-living, milieus and other skills to grow as a successful man or woman. Nature and evolution didn't seek such a pursuit of what we know and accept as 'Knowledge'. Rather, nature and evolution have their own sets of wisdom, which they wired in organisms, through bio-chemical information registry. Every healthy organism, including humans, has necessary intelligence for 'successful' life-living, embedded and pre-installed in cellular life-cycle, with the help of chemically scripted information plexus.

For thousands of years, humans had no idea about the science of body and brain. The true, objective, measurable knowledge about the innate intelligence of human body-mind has been unraveled now to humanity as modern science has journeyed beyond limits of sensory perceptions to dive deep into the complexities of realities of human structures. This has clearly facilitated our understanding about how perception and belief based synthetic intelligence of humanity played havoc with nature's innate and highly evolved intelligence embedded in body and brain. This is the time to correct the wrongs and journey the path of rights, as science makes us understand. It is time to acknowledge true 'Knowledge' and install its rightful place in *learning* mechanisms, be if formal or informal.

Science has this instinctive inquisition to work towards unraveling and deciphering the wisdom of nature and evolution. This is very much a core pursuit of unraveling and deciphering 'Reality' and how it works – the **Causality**. Science looks out for entrenched intelligence of nature and evolution in creating a reality. This is true and real knowledge humanity can boast of and should invest time and energy on. Why? We shall journey this question at every stage of this eBook.

However, tragically enough, modern humanity considers 'knowledge' as some sort of acquired skills and abilities to create goodies and services for systematic working of human societies. With such huge and unproductive population load humanity has heaped on limited resources of Earth, there is a singular 'knowledge' mass majority of humans seek and that is livelihood skills. Mass majority of humans in contemporary human milieus have only one knowledge need for survival-sustenance and this *need* is so elusive and precariously fulfilled that average person simply cannot afford to even think of any other and true knowledge.

The primary novelty and alternativeness of perception of life-living realities and human existence is to understand this cardinal difference between the *innate* intelligence-wisdom of nature-evolution and that of *synthetic* human society-culture. We also need to understand and accept that all intelligence of nature and evolution cannot be

acknowledged as good and right in human world. Cultures and civilized life-living over the millenniums have handled this conflict and contradiction between diverse intelligence of nature-evolution and human righteousness-appropriates. However, in modern and contemporary human world, what has to be understood and realized with sincerity that over the centuries; human intelligence, overriding nature-evolution intelligence, has unleashed far more disasters and painfulness, which it sought to undo by replacing nature-evolution intelligence. Primary reason for this disaster is, humanity has only just begun to unravel and decipher the true intelligence of nature, evolution.

There are uncountable examples of how even in modern life-living of 21st century; globally, unscientific and illogical ideas are still accepted as the core philosophy for appropriates and righteousness. The best example is the contemporary jurisprudence system, prevalent all over the globe. It is old, archaic, obsolete and based on unscientific and abstract ideas and idealisms. The current jurisprudence system is based on such philosophical realities, which modern science has discredited and discarded years back. The judicial system and the laws that our courts follow, have little scientific basis as they still have old and obsolete ideas about human consciousness, cognitions, intentionality and many related ideas, on which courts dispense 'justice' to all. Naturally, courts are dispensing loads of 'scams' as their 'perceptions' of reality is based on scammed knowledge of Reality of Humanity

and Causalities. Such scammed perceptions in turn become the workshop of manufacturing brilliance of depravity and criminality, which legal system breeds all over the globe. The same is happening in the domains of polity, economy, religion, etc. We have no space to detail all these here. However, an aware person must delve into this aspect of contemporary cultures of governance and legalities.

It is also very critical to understand how nature's intelligence works and how evolution installed its own innate intelligence in every organism. We need to talk about all these in contemporary times of human depravity and collapsing human cultures all over the globe. Modern science has unraveled so much of the mysteries surrounding us and our perceptions. Humanity desperately needs to revisit all aspects of cultures and life-living benchmarks of wellness, success, purposes and aims. The scams in all these cognitive realities need to be known and weeded out. This we intend to do in this eBook, in short though, by attempting to build a hypothesis about scams, human world is infested with, primarily because of our flawed understanding of different intelligences and perceptions of realities.

It needs to be kept in mind that when we say something is a scam, we mean to point out to the fact that realities are always amenable to be distorted and conditioned to pilferage and depravity, to suit personal profitability. A scam is a fraud; a deception of perceptual and cognitive

sanity, aimed at installing a reality, which is made to stand as true and right but is actually a conned and conspired copy of reality. This deception can be conscientious or subconscious; this fraud can be owing to ignorance or ingenuity, but it shall remain a scam.

We are very humbly but sincerely attempting to build a hypothesis that over the millenniums; especially during the last few centuries, cultures, human systems of appropriateness and life-living rules-regulations et al have become scams; aimed not at overall wellness of humanity but to the profitability of a few in politics and businesses. This is scam. We hypothesize that many human ideas and perceived realities; like Happiness, stands as scammed reality; divorced of the true and real intelligence of either nature-evolution or human order.

There is a humble insistence that what we are detailing in this eBook should not ideally be accepted as some reality. They are all only probability; as all realities are supposed to be. Science has come a long way in understanding so many aspects of realities but still; there are gaps. Loads still remain to be unraveled and deciphered. Science is progressing exponentially but it still has so many missing answers. That is why great scientists always insist that there are no theories in science of reality but always probabilities. Modern physicists like to call them **Landscapes**. A landscape is a universe of probability of

reality; somehow amenable to good measure of measurability and predictability but never the Finality.

We also build our hypothesis as probabilities and this we do to enable you to understand how and why there is this very impending need to expand our horizon of the domain of perceptions, to allow novel and alternative ideas and shades of realities. This shall definitively help in expanding the dimensions and domains of your overall wellness and true successes in life-living. The aim and purpose of this eBook is just to empower your consciousness by presenting a possible hypothesis about life-living realities. This probably is the way personal potentials are optimized.

Thanks. Welcome!

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A Look Back Into Time Dimension

Realities are not built overnight. Every reality, we live out today and accept as real and true, has a long and complex historicity. I, my life, my experiences and feel of realities surrounding me, are all millions and billions of years old. I am 54; but the realities I live with, in presentness and contemporaneousness, have their origins and evolution in a timeline, which my brain simply cannot actualize in entirety. There probably is a continuum, embedded in my

genome, spanning these billions of years till date, which I cannot sense out and actualize; until, I understand and accept the mechanism and processes of my body-brain system. But this continuum affects me; shapes my subconscious, which I am oblivious of. It is such a huge satisfaction that brilliant scientists have invested their precious lives in unraveling and deciphering so much about the billions of years of nature's evolution, which makes me juxtapose my 'Self' and Consciousness in marvelous symmetry of realities. This is some 'contentment'; beyond the horizon of whatever may define as Happiness.

As I align my consciousness and my awareness with the objective-scientific knowledge of history and its continuous evolution to this date; I subconsciously acquire a hugely satisfying cognition of the magnificent 'cosmos of perceptions', which my meager 54 years have processed. This enables me to see, visualize and internalize multiplicity of realities around me and in the universe in so many novel and alternative ways. The novel and alternative **Cognition**, which this 'knowledge' has extended me, is probably the 'Happiest' attainment of my life-living. This cannot be expressed and explained with the help of humanly designed language.

It is such shamefulness yet, a matter of utmost contentment that I have done nothing; still, I have received all. This endowment of unimaginably blissful proportions has happened to me just because I am a stupid; I accept it

with unashamed willfulness and that is why learning becomes galvanized and smooth for me. This is the magic of acceptance. You imbibe, ingrain, install, internalize and catalyze novel and alternative information and knowledge and become truly rich and wealthy; without doing anything!

This wealth of objective and unadulterated information about the probabilities of nature's evolution over billions of years, as part of the modern scientific knowledge of evolutionary biology and molecular biology, et al, stands us in unraveling such perceptions about self and the world of realities that truly creates wellness. This primarily helps in deciphering the scams that surrounds us and shows the pathways to come out of them.

We need to talk about some aspects of this emerging knowledge and information about history of nature and evolution. This may impart crucial vantage points in unraveling some dimensions of current life-living realities in novel and alternative ways. Essentially, as we said earlier, the most critical information, modern science has unraveled, pertains to the evolution of brain; from the very start; hundreds of millions of years back to modern times. As emergence of brain and its evolution has been the most crucial progression, emerging out of prolonged and calibrated interaction between nature and organisms; it is truly sparkling information for all of us. It paves the journey of our understanding of how evolution works its

intelligence around organisms, including humans and what is the mechanism and processes of these interactions between nature and organisms. All of us now living in presentness are also doing the same – constantly and intricately interacting with our external milieus and adapting (evolving) our behavior-actions to optimize survival wellness. We need to talk about them as it is a general acceptance that Happiness (and all other feelings) is an emergent perception, engendered out of our interactions with external milieus of society-culture-polity and people therein.

It is now believed by evolutionary scientists that even in a single cell oceanic organism, there was this 'sophisticated' capability of the cell to sense out and respond to its external ambient environment, which was necessary for its survival. Till date, even after billions of years, the evolved human brain does this same basic and primary task. This primary competence of cell to sense out and respond to environment remained the cornerstone of inter-cellular communication, when organisms evolved into multi-cellular living entities. It needs to be understood that all cellular communication happens with the help of chemicals. Till date, even in nerve cells of evolved human brain, communication happens through chemical signaling and electrical pulse, which also is a chemical process. We don't go into details of it. However, it is a beautifully marvelous domain of modern knowledge everyone should have in details.

In progression of time, these capabilities evolved and diversified as organisms became complex and required better sensory signaling. The next crucial stage came later when organisms became more complex and they required much more than sensory signaling abilities to communicate information, for better survival optimization. The central nervous system happened with group of neurons not only relaying signals but also 'processing' them. The common ancestor of all animals; a worm like organism, had a basic and raw brain around its eye-like feature, hundreds of millions years back. Scientists say; script of modern human brain was clearly embedded in the brains of simple organisms, as early as 500 million years back.

This evolution of brain having abilities to process sensory information from external as well as internal milieu is a critical development in evolution. It is believed that modern human brain happened around two hundred thousand years back and this brain is the genius of information processing. It is not yet fully known how the brain 'processes' loads of complex information and how it decides on final actionable behavior patterns of humans. Though, there is a dominant hypothesis about human brain's 'information processing' being analogous to humanly designed computers; it cannot be considered the finality, as there are opposing views too. Moreover, as we talked earlier; use of metaphors, analogies and symbols to understand a reality can be troublesome as it scams the perception of reality.

Modern scientists caution that undue adherence with current analogies and metaphors, for easy understanding of realities, may restrict the true and real deciphering of reality. They believe, as science progresses, the language of symbols and metaphors science uses, should also progress. That is why there is this valuable need to have novel and alternative perspectives and ideas about everything, including the language we use for describing realities. This restrictiveness is also applicable to the idea and reality of the term Happiness.

What we are concerned here about evolution of brain is, why human brain evolved the way it did. This may help us understand where and how human brain differs from other brains, especially when it comes to perceiving reality. It is now accepted that modern human brain evolved to its modern form and functionality because of three crucial factors –

1. *Cultural Requirements* – Complexities of new norms, rules and laws.
2. *Technological Advancements* – Complexities of new motor skills.
3. *Social Relationships* – Complexities of interaction with people.

It needs to be emphasized here that complexity of human brain stems from emerging diversities and intricacies in human life-living, as early humanity settled for organized living. There is crucial information coming out of our

knowledge of evolution of human brain, which must be understood and internalized in consciousness. This is big facilitation in visualizing, what nature proposed, what goodness and utility this innate proposition had and what we humans must change and accept as contemporaneously relevant benchmark for current disposition.

History of brain's evolution clearly points out to two very critical stages of brain's evolution in thousands of millions of years. For clarity of understanding and easy internalization, we must detail them -

1. Centrality of *Visuals* in Brain Evolution - It is now accepted that when dinosaurs ruled the Earth, early mammals had to survive primarily in hiding; forced to nocturnal living, when it was safe to move around for food. These mammals relied more on olfactory perceptions to search food and find safety. Later, when dinosaurs were wiped out and mammals had a free run of the landscape, they developed better visual faculties. Much of mammalian brain evolution pertains to development of visual cortex and commensurate evolving of eye as dominant sensory information source. This facility is most evolved in humans. The superior olfactory genes are still there in humans but remain suppressed or switched off. We can easily visualize; around 85 percent of our perceptions, learning and cognitive decision making come from visual sensory inputs from our eyes. It is a

hypothesis that our brain templates all sensory information and memory also works exclusively as visual information, coded in synaptic plexus, as chemical imprint. Even when we hear a sound, smell an odor or sense out a touch, our brain automatically recognizes the associated *visualizations* of the sensory information. We hear a sound from a far off place and immediately the image of the guitar, from which the sound is coming, is formed in our mind. Huge part of brain's cortex evolution is dedicated to visual channels and processing. This in turn means; our brain is innately wired to learn by aping; as in most mammals; especially primates. Most of our sensory successes and reward insinuations come from seeing and aping, what most *others* do. This '*sense of other*' is a very critical element in human consciousness, which we shall talk later. Science says that human brain is far more competent in 'Recognizing' than 'Recalling'. We may deduce a hypothesis, from this fact that largely, majority of so-called memory functionality pertains to 'matching' new sensory information with existing templates of visuals, already encoded in brain plexus. We may hypothesize that what we see most others do, we recognize well and are subconsciously prompted to ape. The supposition is - we imagine and extend our 'self' into the consciousness of *others* to visualize what others feel doing something. We tend to

recognize whatever is benchmarked by '*collective other*' action-behavior as 'successful' and then ape it. This seems wired in the newly evolved cortical layers of brain. As this cyclicality gets internalized in brain states as 'memory', we feel rewarded when we successfully ape the established benchmarks of mass majority behavior-action patterns; especially that of those people, whom society-culture labels as 'successful' and powerful. This is altogether different matter that when people ape, they mostly ape the 'ritual' of success, not the *essence* of it. This predominance of *visual brain* makes it easy to *see* the rituals but it is difficult to precisely *visualize* and imagine the essence of an action-behavior. People see a successful man always wearing white clothes and they all start wearing white clothes. Nobody cares why this successful man wears white and what this color preference signifies for his success. It happens because white clothe is visible and easy to be aped, whereas the essence or deep causalities of success is intangible, not visible and therefore cannot be easily aped. That is probably why human world has 99 percent rituals, only one percent essence of reality. This ritualism is innately embedded in perceptions as well as attitudes and mannerisms. So, we just need to keep this hypothesis as probability, as it may help us in understanding the 'context' of perceptual realities we accept. This shall help us in deciphering,

what part of the *Happiness Perception* is ritualistic and what is true essence of the reality of Happiness. Just keep in mind that it is a favorite psychological standpoint that people feel happier among people, doing things in togetherness and turn sad and depressed when lonely. Psychologically speaking, humans have been labeled as social beings and their innate sense of wellness is entrenched in gregarious living. Gregariousness; sense of collective wellness and aping are huge contexts or filters for perception of Reality for average men and women.

2. Criticality of *Sociability* in Brain Evolution – As listed above, modern human brain evolution was triggered and energized by three factors, which we can sum up as ‘survival need’ to ‘match up’ with what mass majority of other humans do in the large collective grouping of family and society. Science tells us that ethnicity and racialism are wired behavioral traits in humans. This is simply an expression of the human brain, which feels safe and rewarded in ‘similarity’ and homogeneity. People with same skin color, appearances and habits in a localized milieu were trusted and enhanced survival potential. Anyone looking different was suspected and dispelled from local milieus. This instinct is still intact and this ethnicity-preference is expressed, often brutally, in racial feelings. We can hypothesize from these facts that our brain evolved to its contemporary form,

primarily oriented towards creating neural suitability and adaptability to attain optimum survival and mating successes in collective milieus of family, society, tribe and ethnic homogeneity. Human brain is wired 'disproportionately' towards 'societal needs' and optimizing survival-mating prospects of individual within collective domains of society and cultures. This is over-encompassing, instinctive and engrained propensity in all mammalian brain. However, as human societal-cultural-political milieus are far more massive and complex, humans seem to have deeper and more intense 'Social Needs' than other animals. It can be safely hypothesized that in long journey of evolution of human brain in the last hundred thousand years of settled living, the innate and primeval 'Survival Needs' have got merged and assimilated in more current and relevant 'Social Needs'. In other words, we can say, innate and core survival needs of individual, now get expressed in terms of social needs. In fact, as we shall detail later; the fulcrum of societal-cultural-political propriety and jurisprudence is this 'authoritative alignment' of individuality with collective sanity and system. We shall talk about more specific aspects of all these later. What we intend to do here is, install a probability of a hypothesis that modern human brain has evolved to hardwired aping, adaptability, assimilation and co-option with collective

benchmarking of normal-appropriate-righteousness, to optimize survival-mating potentials in the external milieus. The simple, straight and uncomplicated statement of fact is - Our brain and its cosmos of perceptions is almost fixated to accept all aims-purposes-successes of 'self' or individuality, in terms of the 'singular suitability' of what is best and ideal for life-living in societal-cultural domain. In other words; brain accepts utility-worth-goodness primarily on the basis of singular '**Context**' and this context is - **Societal-Cultural**. This hypothesis we need to keep in mind when we step further into more details of related aspects of how our brain works, how our consciousness is shaped and how we perceive and actualize reality.

Here, we need to sum up the progression of human brain evolution, listing out critical elements, which were primary causalities. As humans stepped down from trees, they needed to roam and gather-hunt food from a larger areas, which required better suitability of brain in creating 'familiarity' with territory, wider physical milieu, predators and prey. Probably, human brain required more neural connections and activities to enhance the capability of 'recognizing' as the essential tool of survival and success. This recognizable 'memory' was essentially visual memory as hunter-gatherer early humans required great 'mapping' memory of the landscape, full of uncertainties. It probably remains till date like that. Even in contemporary human

world, a person whose memory is better than most, is considered a genius. Science now tells us that such people with strong and unflinching memory have troubles in some aspects of cognitive abilities and relationship domains. Still, most people feel 'Happy' to be genius of memory than genius of societal skills. We don't go into it here.

Moreover, as later, settled and organized life-living emerged and it created family, society, cultures and tribal ethnicities, regional identities, etc.; human brain probably required more 'information processing' function, as compared to earlier suitability of primarily having a 'recognizing' skill. This information process had to be there as social and cultural living required complex behavioral adaptabilities in collective living. The hierarchical societal system, power-authority inequalities, appropriateness of behavior-action in collective spaces, as against individual liberty, et al required far more brain processing neural plexuses. The society and collective living evolved in its complexities and naturally twin challenges were faced by human brain – first to process available and incoming information from growingly complex collective living spaces to optimize an individual's successes in survival and mating. Second; complex life-living also created new technologies and tools, which required new and complex skills to handle and excel in. These skills required human brain to process information better to create a synchronous action-behavior by manipulating and managing better motor skills and neural symmetry.

The cortical region of new brain states emerged and got consolidated to adapt to these new challenges and that is why we can hypothesize that human brain's perception of reality and survival intelligence evolved largely 'contextual' to normality and righteousness in collective space and less in exclusively individual domain. This created a cyclicality in the long years to follow when human societies and cultures, life-living and human system became hugely complex. The individual perception catered to collective normality and collective benchmarking of reality growingly got embedded in human brain plexuses.

Many scientists believe that the seed of emergence of human subjective consciousness, what we know as definitive sense of 'I' or self; happened as a person required to install a deep sense of 'Others', as extension of his or her 'Individuality'. Animals do not have consciousness like humans as their sense of 'Other' is not as marked as that in humans as humans have society, cultures, polity and religion. How this 'other' milieu shapes up an individual's perception and disposition; is a deep domain, which must be understood in details. We do not have the space to elaborate it here but every aware person must invest efforts to acquire knowledge about this aspect of his or her consciousness. This aspect is a key hypothesis, which shall lend us leads to our further investigation into human mind and perception of realities.

Nature's Intelligence and Perception

We all are so used to accepting ourselves as a definitive protagonist; someone, who is in control of his or her life and executor of all decisions of behavior and action in every moment of living. When we know in detail about how our brains evolved and how nature and evolution engrained and embedded its innate intelligence of 'suitable' action-behavior, we can see and realize how this view is scammed. Science is more or less unanimous in declaring that we humans have no **Free Will** and what we all do and act as, are shaped up by chemical mechanisms and processes in brain and body. We, our sense of 'I', only 'owns' what brain states decide for us. Average person does not understand and accept this 'dualism' of self - the subconscious Self, which is 'owned' by the conscious Self but very rarely in 'control' of it. This chemical mechanisms and processes are the script of nature and evolution, installed in brain states as *Innate Intelligence*, which largely shape up and functionalize what we do and how we behave.

The same hypothesis also explains how and why what we feel and how we perceive reality is not an independent and free willed option but an expression of wired intelligence of nature; embedded in our body-brain system, through a complex plexus of chemicals. As 'we' and our body-mind

are not the same reality; similarly we and our feelings-perceptions are not same realities. We detail the functionality of brain to understand it better. This shall unravel the 'scam' which we all live out and seldom realize, we are in.

Human brain is a bizarre marvel of nature and evolution. If early humanity could understand how life-living and almost every reality in the living world is so conflicted and dualistic; they unfortunately could not know that it had its roots and genesis in the way human mind evolved and came to be what it is today and how it works.

Contemporary humanity understands it as modern science has deciphered many aspects of brain, its structural marvel and functional complexities. We can clearly see and understand, why life-living is innately conflicted and why this leads to we humans getting into a scammed perception of most realities; especially life-living and personal realities. We are talking about this in detail here to get to the bottom of this conflict as well as the scam trajectory, in the long history of evolution of human brain.

There has been loads of researches in brain functioning and also many path-breaking headways have been made in understanding how human brain works out realities for us, how brain arrives at a specific decision and above all; how consciousness - the subjective sense and feel of 'I' or Self 'owns' what the brain states decide. However, there is no finality as so much of brain mechanisms and processes are

still to be known and what is available for understanding may also be very partial. We have also discussed how human dependence on analogies and symbols, especially of languages we know and speak, restrict the holism of our understanding of complicated ideas like consciousness, cognition and causalities of realities. That is why; it is my humble and sincere request that we must never accept any aspect of information; we are talking here, as more than hypothesis. What we are talking about and what we arrive at; may at best be accepted as probability. It is up to you to inquire more and deeper into what we have talked here and internalize yourself, what you arrive at after personal assessment.

We are essentially trying to work around a hypothesis to understand the realities of perceptions and feelings, we own and live out, which may help us to better understand how and what part of our populist and dominant perceptions are 'scammed'. We are dealing with Happiness but it also involves our inquiries about the reality of feelings and perceptions in its holism. This is my humble assertion.

Modern scientific advancements have facilitated so many things and humanity is indebted to those brilliant scientists, who created so many utilities for us, to make our lives better and safe. However, one single important breakthrough of modern science is this vision and wherewithal to unravel and decipher, '**Who We Are and**

Why We Are What We Are'. This has become possible primarily because modern science has begun to understand the intricacies, complexities and brilliance of human brain in creating a cosmos of perception for us, which forms the basis of all our cultures, societal normality, aims and purposes of life-living, et al. This newly emerging knowledge has busted the scam humanity has been living out and sustaining since millenniums. This knowledge has paved ways for a completely novel and alternative 'Normality' for larger humanity. Our purpose of hypothesizing, '*Happiness Is A Scam*', is primarily aimed at understanding this scam and actualizing the novel and alternative realities of the 'cosmos of perceptions'. This shall help us in coming out of the scammed life-living and lead us to true wellness. Together, we journey this probability. This however can be unraveled only in layers. We need to understand different aspects of modern scientific knowledge of realities of consciousness, cognition and causalities to gradually and surely arrive at our ultimate destination. Do kindly remain with me, assimilate and internalize the progression in poised perseverance and enjoy the journey ahead.

Currently, we are talking about the conflict of nature's own innate intelligence and that of the evolved and man-made intelligence. It is revolting and appalling to accept ourselves as a plexus of chemicals, organizing in hugely complex ways to shape us and regulate almost everything we consider very naturally 'our doing'. When we click an

icon on the smart phone and a whole world of application starts to work in front of us; we seldom think of the complex processes that go on within its hardware to make it happen for us. It does not come to awareness that everything happening on the screen of the smart phone is essentially the mechanism of bits and bytes. The intelligence of smart phone is wired in the hardware through the plexuses of bits and bytes; even though, we feel, we are doing things on the smart phone. Similarly, everything we do, essentially boils down to chemically coded intelligence, wired in over 30 trillion cells, which shape us and make us stand and work. The feel of this idea is revolting.

The intelligence of nature is coded in chemical imprint in the cellular environment. This chemical intelligence is overriding in nature's scheme of reality and it also is the very basis of how our brain and body works. As modern science now understands the mechanisms and processes at cellular level, humanity now understands how 'reality', at seed level, is essentially shaped up very much at cellular levels and the intelligence, which creates realities and its perception, is chemical in content and intent. We have talked earlier how even a single cell organism, which emerged billions of years ago, had sophisticated ways to sense out and respond to its ambient environment. Essentially, reality is an entity, emerging out of this interaction between cellular life and external milieu. This happened as chemical processes have the ability to encode

and communicate information. This very idea of **Information**, in scientific parlance is beyond perception of average mind as we only accept a reality on the restrictive basis of popular and known analogies and symbols. We do not have the space to detail the holism of the idea of Information but it is just a humble request that we must consider Information not in restrictive sense. Evolution and nature's intelligence has proceeded by evolving this simple and core mechanism and process of chemical intelligence into a mega-complex plexus of information processing; resulting in creation and diversification of life forms on Earth. This hypothesis is at the core of what we shall discuss later, when we talk about scams of perceptions of reality.

We need to keep in mind this hypothesis that reality is emergent and ever-evolving; engendered out of interaction between life form and external milieu, where the organism moves for food and procreation. This hypothesis leads us to accept that brain happened as central navigation space for 'Reality-Manifestation' to facilitate the survival goals. The brain is therefore the repository of and culmination of innate intelligence. The brain not only processes information from external and even internal milieus but also navigates the organism moving in the external environment; through appropriate motor actions. What we need to understand out of this discussion is the hypothesis that the brain is a media of two crucial functions. First, brain represents the intelligence of nature; embedded in

body physiology of the organism. Second, brain is the navigation room, creating a simulated and metaphorized imagery of the reality in external environment. This makes brain as a chemical warehouse, where all realities are engendered and all realities are responded to for behavior and action of the organism. This in turn makes brain the laboratory of testing out and assimilating new and emerging intelligence, in course of continued interaction of organism with ever evolving external milieus.

The human brain has evolved in a very unique way, because of the exceptionality of evolution of humans in an external environment, which is unmatched among all the millions of species living on Earth. As we have talked earlier, human brain also is the repository of nature's innate intelligence, which is almost common for all living organisms. However, human brain evolved in the last two hundred thousand years in an unprecedented ways. The three factors of cultural complexities, technological complications and relationships intricacies challenged the brain to evolve in a different way, compared to other mammals and primates. Human brain had to be a hugely complex navigation room for survival successes in a novel and different external environment. Humans settled and created complex societal and cultural rules and norms. They created new tools and made technological advancements in changing their ambient environment to their suitability. This needed different processing capabilities in human brain.

Science tells us that this created a new brain plexus, on top of the mammalian brain states, which fashioned more space for new challenges. This in turn created and installed a new intelligence in brain's existing inventory of nature's intelligence. Science tells us, much of the cortical region of human brain, which evolved late, deal with this new intelligence, which humans created. Interestingly, many of these new intelligences, which were installed as hallmark of new cultural and civilized life-living, stood in conflict with nature's intelligence, ingrained already in mammalian brain states. Science confirms that the prefrontal cortex; the latest addition in the human brain, happening probably around one hundred thousand years back, essentially handles such tasks, which is referred to as 'Executive' decisions. These decisions happen as the prefrontal cortex layer of brain mediates and processes conflicts between nature's wired intelligence in limbic system and human intelligence, encoded in benchmarks of normality and appropriateness of societal and cultural life-living in cortex region.

We already know that social scientists accept the 'Social Contract Theory' of organized human life-living and civilization-culture, as the most likely hypothesis of the reality, which humanity accepted. The theory accepts that thousands of years back, at certain stage of community living, when tribes grew and became big enough to spread in a large geographical area, they decided to enter into some sort of a contractual agreement for civilized societal

living. The contract was entered upon by people, who agreed to surrender many of their personal liberties to an entity called **State** and its authority, which in turn assured them safety and security from internal violence and external aggression. We also know; how since then, states and governments have always scammed the 'threat perception' of average and unsuspecting people to curtail more personal liberties in the name of national security and strategic interests. It is also well known how states and governments have failed miserably in protecting individuals against violence and unsafe internal milieus. In contemporary times, the state, its autocratic structures and functional depravity are the most dominant agency of most violence wreaked on average person. This creates huge amount of conflicts in people, which impacts their sense of normality, appropriateness and reality.

This conflict embedded in human brain is very critical reality of human life-living. It is something, we may say, is exclusive in human world, which has very little parallel in any animal kingdom. Human brain itself is unique and also probably one of its kind, in its modern form and functionality. It is here that most of the scams of human life-living are embedded. In our brain states is the seed of most of our brilliances and stupidities. It is the uniqueness of the design of human brain, which evolved out of exclusive growth of human life-living in man-made cultural and civilized milieus that creates loads of hypocrisies in human action-behavior. They catalyze scams and delusional

perceptions of realities. The conflict emanates out of the millions of years of evolution of human brain, which most scientists believe was not entirely linear; as in the case of most animals. The man-made intelligence and perceptual universe of realities; mostly in contradiction and conflict with intelligence of realities of nature and evolution, made human brain evolve in a precarious cyclicality. These unique processes evolved the human brain where two conflicting intelligences vie for dominance in overall 'decision-making' processes of life-living. Modern human brain has embedded structures of this primeval 'conflict' between personal and collective - liberties and duties - individuality and sociability - personal normality and political normality, etc. This aspect we shall detail later to arrive at the realities of scammed perceptions in human life-living and the ways out. The scam of happiness is also very much a perceptual one and that is why a holistic view of all perceptual scams shall help.

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Soil and Seeds of Scam and Illusion

Just for the sake of continuity of the progression and for straightness of perspective; we need to sum up briefly what we have discussed so far and what simple hypotheses we need to keep in mind. This shall help us keep in linearity all

the discussions ahead, facilitating our understanding of complex brain process, which we shall talk now to understand how brain has evolved to work out realities for us. We shall primarily talk about *Consciousness*, *Cognition* and *Causalities*. This discussion shall ultimately facilitate our understanding of why we are hypothesizing that happiness and many other cognitive realities, we accept as true and real may actually be scammed ones.

Essentially, we talked about three aspects of our perceptual world, which emanate out of the way our brain evolved in a unique way; different from all other mammals, including primates. We have discussed that 'perception', as we make of it, has a very long history of thousands of millions of years as it was present there even in a single cell organism. This historicity is never consciously felt but it may shape up the subconscious and unconscious behavior-actions in us. The genome of humans has this historicity still imprinted in the chemical lineage. Scientists are still attempting to find out how the so-called 90 percent of DNA, which is said to be 'doing nothing' in human genome, may have some role in conditioning our unconscious and subconscious. The so-called 'Dumped DNAs' are definitely the archives of human journey from that worm-like common ancestor, some 500 million years back to the present day humans. Secondly, brain evolution has a very long history too and the brain we humans have, which has a dominant role in engendering the cosmos of perceptions for us, evolved primarily to facilitate a viable

navigation mechanism for organisms, which opted to move out in external milieus for survival and mating successes. Thirdly, much later, human brain took a leap ahead, jumping the usual linearity of brain evolution, as it added its own intelligence in conflict and negation of nature's innate intelligence. The human brain therefore has plexuses, which may very well be accepted as different parts. Human brain is a cooperative of different organs, evolved and added in different time linearity. Unlike most of our organs, like liver, heart, kidney etc; our brain is a multi-organ structure. No other human organ has dual intelligence, marking or insinuating its functioning; except the brain. This somehow creates embedded and subconscious conflict and in turn, hypocritical insinuations, in the human brain system. Human brain has a tough task of 'processing' competing and conflicting information, because of the juxtaposition of two competing intelligences. This is probably unique and exclusive design of human brain. This somehow facilitates humanity's march to excellence but also engenders loads of hypocrisies, ritualistic depravities and un-consciousious stupidities. Together, they form the basis of many scams humanity lives out and is seldom ever aware of. This sums up our deliberations so far.

Before we delve into how our brain has evolved over millions of years till date to work out perceptions of realities for us; we need to talk about a very contemporary scientific hypothesis and accept it as a probability to

understand some important aspects of reality we perceive as. This hypothesis is very important as it may be accepted as the bedrock of all subsequent hypotheses we may accept as a probability. This hypothesis pertains to

Intentionality. We need to first talk in some detail about the notion and reality of Intentionality.

Intentionality is intangibility; a feel, a perception of something, which is not in any physical form but as some energy, which we know as Causality. In contemporary scientific vocabulary, we may call it *Information*. We all already know how it is hugely tough to define and understand something, which is not tangible and eludes visual spectrum. Intentionality is also intangible like happiness, mood, sadness, disgust, etc. However, we also know very clearly that all intangibilities are seeded and engrained in tangible processes, which are essentially chemical processing. That is why; understanding intentionality shall help us in having better cognition and feel of all intangible realities of life-living.

Intentionality may be referred to as a 'superordinate' term, which means a higher and more generic classification or categorization of different related realities. As we all know, animal is the superordinate word for lions, horses, cows and tiger. Intentionality is also a reality, which accommodates and personifies so many related cognitive sensing and feeling. Intentionality is superordinate reality for most perceptual cognitions of brain states. Therefore,

all perceptual states like happiness, sadness, fear, anger, disgust, surprise; which are known as **Six Core Emotions** of life-living, can be clubbed and merged in one generic term of **Intentionality**. As we know, scientists have listed 40-50 emotions, which evolved out of these six core emotions, as amalgamation for specific expressions of intentionality. This aspect must be kept in mind as we proceed further.

Now, the very critical hypothesis about intentionality, which modern neuroscientists have accepted is -

Intentionality happens at cellular level. This makes the idea and reality of intentionality very difficult to understand and also qualify it to be a critical knowledge, which humanity has not understood till date very well. The scientists have only begun to unravel many mysteries around it. We have no space here to deal with the science of intentionality in detail. This aspect of reality and life-living however must be known in its holism by every aware person. This is true knowledge, which helps in optimizing one's potentials in all walks of life-living. What we intend to do here for our navigational requirements is understand why intentionality must be understood well.

Intentionality is the third and final stage of sensory functionality. A single cell oceanic organism moves out in its milieu to optimize survival needs. It receives signals from external milieus. The cellular sensory mechanism then 'processes' the information to get the navigation map

of the external milieu where prospects of better food may be present. However, the organism still has to make a *decision* to launch or not to launch the required action of moving towards the desired place of food availability. The information, the realization and the last stage is what we are calling as 'Intention' to launch motor action for movement. The intentionality is the intangible 'tangent' or 'energy vent' to convert or not convert the processed reality into 'feel' for ultimate action. Once this intentionality gets converted into motor action for behavior and actions, it enters into an interaction with external as well as internal milieus. The experience follows and memories are formed. A complex cycle of causalities get energized. That is why Intentionality is so important for both organism as well as milieus.

As scientists say, the Intentionality happens at cellular levels itself, we have to accept two probabilities – first, this intentionality very much looks like a chemical process but how does chemicals create intentionality, is something which needs to be known and deciphered with singular certainty. It is not yet available; at least to my knowledge. Secondly, as intentionality has to happen at cellular level and we humans have over 30 trillion cells in our body, it has to be hypothesized that the final intentionality, which shapes up our decision-making; the 'finality of feel', must be an emergent entity. Emergence has to happen when millions of cells together infuse their intentionality for a human organ or our mind space to decide on an actionable

pattern. We have already talked as how brain is a cooperative of different organs, evolved in different timeline, separated by millions of years. Similarly, cells, which form tissues, tissues form organs and organs form us; work in a cooperative and assimilative mechanism and process to stick to the difficult discipline of singular Intentionality. This makes the mechanism and processes of emergence of intentionality in humans hugely tough. But, we must understand intentionality if we in any ways wish to understand the world of perceptions, we humans have, which shape up our decisions.

Science has done loads of good work in unraveling the system of intentionality by deciphering the mechanisms and processes of brain functioning. We need so many things and still; many aspects of brain functioning is not known. Human brain is too complex and also, it is not ethically possible to experiment with live human brain, as it is with animals and primates. Still, we have enough knowledge of brain system to accept some hypotheses, which shall help us in unraveling many complicated realities of our life-living; especially the world of perceptions. We shall now detail them.

We have hypothesized that all realities are emergence of a navigational map in the brain states, which happen because of interaction of organism with its external as well as internal milieus. We have also hypothesized that all these happen as chemical processes, which may be simple

as well as hugely complex. If we join the two hypotheses, we arrive at the reality of our own body-brain system working in a way, we have now known.

We now know that even when most of us think that 'we' are the protagonist of all actions and behaviors we do and don't do; actually, the true and real 'ownership' of all actions and behaviors rests with chemical sensory signals and their processing. Modern science has experimented and done loads of simulations to know that if a small part of our brain is inactivated or blocked, we cannot even do simple task as moving our fingers and have a feeling of specific emotions. Therefore, intentionality is also a chemical reality. All intangibilities have tangible roots; the emergence makes it have multidimensionality.

It shall require further researches in arriving at all possible details about how complex shades of intentionality is engendered and how chemical coding expresses itself in brain-body environment to translate them into specifics of diverse behaviors and actions. However, science tells us about some aspects of how this intentionality is coded and then expressed to enable brain and body to translate into action and behavior. There is a plexus of hormones and enzymes; which are all chemical compositions, which lead the enactment of all relevant actions and behaviors.

Science has also known that these hormones are very old, existing hundreds of millions of years back, in very simple organisms and evolved as hormonal system or what we

know as endocrine system in humans. We need to understand this in short passage to have an idea about how they are important in shaping up our world of perceptions and reality.

Science tells us that dopamine; which is probably the oldest hormone of the Earth's life-living history; known to we humans as 'Reward Hormone', works as a very complex hormonal system in human brain to elicit specific actions and behaviors in organisms, including humans. In a way, hormones are the 'masters' of human body, which we carry out as 'slaves' and yet, boast of as being the true protagonist and subject. Understanding even a single hormone like dopamine shall help us de-scam our perceptions.

Dopamine is a classic example of how nature's intelligence works through chemical imprints and how perceptions about reality emerge as these chemical processes lead the external sensory information to convert into action-behavior patterns. Dopamine is a chemical compound, known as neurotransmitter, which is produced by brain. Dopamine is so critical for brain's overall functioning as information processor and action-originator that scientists consider it as *Dopamine System*. Dopamine is said to have its presence in different parts of the brain and its complex functional mechanisms and processes shape up intentionality in different ways. Latest science research associates dopamine flurry with the dynamics of dreams.

Everyone should know in detail about how hormones work their ways with multiples roles in our body-brain plexuses, performing such tasks, which looks like a magic and marvel. They help us unlearn many misconceptions we live out unconsciously and also facilitate learning of novel facts.

The human brain produces different types of hormones and all hormones have a mechanism. To put it in simple terms, the limbic system of the human brain, which senses out sensory signals from external milieus, signals suitably to the pituitary gland situated in the brain, which in turn releases different hormones. These different hormones, which are essentially chemicals, orchestrate different suitable motor action or behavioral action in humans. The hormone working mechanisms and processes are very complex and layered; involving almost all other systems of body as well as different parts of brain. The hormones can be both excitatory and inhibitory. This is seemingly a simple intelligence, working for nature in all complex organisms, including humans. However, the working of this hormonal process is complex and only parts of it are now being understood. We all know, how majority of diseases humans have in modern times are referred to as lifestyle diseases and almost all lifestyle diseases involve some sort of hormonal imbalances. We also know; huge ranges of medicinal treatment of maladies are using synthetic hormones, created artificially. This intelligence needs to be generalized and simplified for understanding of our body-brain functioning.

The external milieus, where a person moves, may present a situation, which is perceived as information, sensed out by brain, through sensory organs. This situational information has been categorized into six core Emotions, which brain states sense out for suitable action-reaction. As mentioned earlier, these six core emotions are happiness, sadness, fear, anger, disgust and surprise. These six emotions are like superordinate ones, as more than 40-50 shades of emotions are engendered out of the six emotions, depending on the specificity of the situation in the complex external milieus of modern humanity.

Here, it is important to stay put and understand what we have discussed at the start of our journey. We have already discussed how, we need to come out of the fixation and slavery of populist and dominant analogies, symbols and metaphors to understand reality, in its holism and entirety, divorced of perceptual mysticism. We need to dump the traditional perceptions of the words and terms like *emotions* and *hormones*. We need to understand, what we have discussed, should ideally be accepted as generic and superordinate reality of perceptions. This shall facilitate our understanding of true reality.

We need to ask, 'What is emotion?' We have to work out a novel and alternative cognition of the metaphor of emotion. We cannot reach to the roots of the reality of the true perception and actualization of emotion, if we go by the populist and dominant definition available or by what we

feel as. Why? As I have very humbly been insisting; most of our perceptions are scammed ones as we have been trained to accept certain fixed and populist perception of realities. Science offers us different perspectives for novel and alternative perceptions, which can help us understand the realities and come out of this scammed world of populist perceptions.

We shall try here a novel and alternative cognition of the reality of emotion to understand, how modern men and women must see and visualize reality, away from old, archaic and populist perceptions. We have already deliberated how reality is a probability and not a fixed entity. Reality emerges out of interaction between living organism and live milieus. This is core cognition. We need to hypothesize that nature and evolution works its intelligence through chemical coding of a simple and straight set of Information. These information are bare basic and fundamental to the survival optimization of an organism. We can, from our knowledge of history of evolution of organisms, hypothesize that such core, critical and fundamental information are coded chemically in the cellular environment itself. As the organism moves in the external environment, there can be probabilities of two simple types – one favorable for survival and one against. Very naturally, broad Intentionality of ‘to move or not to move’ has to happen. This intentionality shall be carried out by two opposing chemical signals – *Excitatory* or *Inhibitory*. A hormone is equipped to perform the dual

functions. These two types of Intentionality however are superordinate situations and the actual situation in the external milieus may be a permutation and combination of the two broad types. More complex the milieus (like that of humans), far more complex and extensive shall be the permutations and combinations. It would be interesting knowledge as how brain states process these complexities to engender specific perception. It is now known to science that hormonal system; the endocrine system in its holism, is a complex system and contemporary human milieus are not suitable for their smooth functioning. That is probably why most humans in modern times have troubled homeostasis, which the endocrine system is responsible to maintain in optimal wellness.

Given this hypothesis, we can say that emotions are the chemically 'mediated' processing of an emergent reality, emanating out of the interaction between organism and external milieus. The brain or any primitive sensory system probably does the simple 'matching' of existing templates of nature's coded intelligence about survival basics, with the incoming sensory information about emerging situations in the external milieus and then on create a sensory response to the new situation by selecting an option out of the six core reactions, which we know as emotions. For ease and simplicity of internalization, we can say that Emotions are some sort of a chemical 'metaphor' or symbol, benchmarked by brain states to recognize a specific situation, as different from others. It is like when

someone says Apple, it is essentially a metaphor and a symbol, we humans have designed and benchmarked to signify a fruit, different from all other fruits. Emotions therefore can be accepted as chemical symbols of situations, as navigational vocabulary. As the emotion is finalized; the chemical messengers, the specific neurotransmitters called hormones are activated, which in turn relay suitable motor action and behavioral action for muscles. Most of this happens as subconscious or unconscious process and we as 'subject' of actions, only 'own' what have already been commanded. This reality modern science has known well and has formalized it as a measurable objective fact.

This *causality* of emotions-perceptions-intentionality-behavior is very crucial to understand how we perceive a reality. It is complex process and most of it is subconscious. Our conscious self is not even aware of them but, *owns* it as he or she doing it. This aspect must be kept in mind, when we shall detail about scams of perceptions.

We can see how nature and evolution has worked out a well-oiled and chemically-perfected intelligence of creating realities for organisms and also the way out of the emergent reality to optimize survival. Science tells us that any small aberration in this mechanism and process causes perceptual malfunctions and behavioral pathology in humans. It is now known that the dopamine system is 'key' to many perceptual functions as well as behavioral

routines. Scientists have known that dopamine is the hormones responsible for *habit-formation* in organisms, including humans. This is crucial chemical functioning, which needs elaboration.

The brain is the navigation room for all realities and all perceptions. The brain however, was not designed and evolved to create perceptions and realities. It was designed to navigate an organism in external milieus with safety and success of survival. This survival optimization is an ever evolving intelligence and that is what is known in evolutionary biology as *Natural Selection*. Brain is designed to perceive a reality and then install 'habits' in people, as they subconsciously *own* a perception and commensurate behavior-action. If the habit is successful, it survives and is passed on to next generation. If not, it is eliminated. There is a popular analogy to describe natural selection. If a man, who has the brilliance of rightly 'perceiving' whether a rustling of grass at some distance is because of blowing wind or a lion approaching, he survives and passes on his 'good habit' to next generation. Another man, who cannot distinguish between wind blowing and lion approaching, is killed and his perceptual habit is eliminated. This so-called natural selection is subconscious and still works for most people, as they ape the 'successful' perceptual habit.

The trouble is; in modern human milieus, the Natural Selection does not work as simplified, as the way described

the above-mentioned wind and lion analogy. Science tells us that hormones also work as 'filters' and 'contexts' for our subconscious mind to engender a sense of selection, in landscape we move. The dopamine is also present in visual neural plexus and it presents a subconscious 'selection' to your mind. For example, if I am a junk food addict, it means eating them is 'rewarding' for me. The dopamine accepts it as *Habit - A Selection* preference. When I go to a shop next; the dopamine 'mediates' my vision as I shall automatically and subconsciously see only those junk food items out of the heap of other foods. The dopamine in my visual plexus 'filters' this auto-selection for me. Another person, who hates junk food and loves fresh vegetables and fruits, shall automatically not see the junk items and instead, his eyes shall see the fruits-vegetables, which my eyes shall blissfully miss.

The trouble is; even when I am having a wrong and harmful choice, I am not being *eliminated*, as I shall survive with medication and other health support. Junk food may be like a 'long-term lion', still; in modern milieu, it cannot eliminate me, as it would in old times. The *natural selection* is in fact all scammed as huge amount of advertisements and fake-fudged-fabricated-propagandist messages are fed to people, encouraging them to eat junk food. The profit-empire has scammed reality and hoodwinked perceptions. The natural selection is scammed; this scams the perceptions, which in turn scams the real and true utility-worth of a reality.

The perceptions, as we have talked earlier, have 'contexts', 'filters' and selection biases, which are subconscious and that is why, we only 'own' them. It cannot be said that we 'free-will' them to be our conscious choices. This needs to be kept in mind when we talk about scams of perceptions.

The perceptions probably are the tools, which the chemical system of brain's information processing engenders to facilitate suitable motor and behavioral actions for survival optimization. Perceptual mechanisms have probably evolved later to optimize survival by installing *good* habit of *right* natural selection. But, it has now become a scam. It is very much like reality happened billions of years back but languages we humans speak and understand happened only a few thousand years back.

For science, it is still a domain of uncertainty to fully unravel Consciousness, which is popularly accepted as the media to handle perceptions. Like consciousness, perceptions and reality are also intangibilities, which science is still exploring. We need not go into the details of these aspects as it is not the domain of this eBook. What we must keep in mind is that all these entities, like consciousness and perceptions need to be looked at with novel and alternative analogies and symbols, to understand them. Especially, to understand how scams creep in, into consciousness and perceptions.

Our purpose of talking about consciousness and perceptions here is just to entertain the probability of a

hypothesis that the intricacies about consciousness and perceptional diversities in human world may not be actual and innate functions of brain's information processing. The complexities of external milieus, which settled human life created by introducing societal structures, cultural benchmarks and rituals and technological advancements in life-living, etc, may have added such new layers in human brain, which made emergence of complex navigational templates like consciousness and perceptional dimensions. However, we can say with some confidence that all these are progression stages in the long journey of **Intentionality**, over billions of years. This aspect and probability of reality shall help us unraveling the scam about happiness. We talk about it later. The Intentionality probably is the magic word for unraveling scams of consciousness and perceptions.

What we are arriving at is this hypothesis that our brain was primarily designed to work out external realities and its navigational imagery for us, based on the long, singular and specific intelligence of survival and mating successes. To work out this singular intelligence, it had a somehow simplified mechanism of 'matching' or 'recognizing' all information about external milieus and situations, with its pre-wired templates of survival-mating requirements. To execute this 'success' to perfection, the brain had neurotransmitters called hormones, which the brain produced itself. These hormones transmitted or communicated the desired and required motor and

behavior actions in us. Scientists have known that the hormones perform complex functions for us and are responsible for chemical signaling to all parts of body through blood streams. They are the carriers of Intentionality.

The critical aspect of this mechanism is its speed and short response time. It had to be as on speed of processing of reality and suitable reactions depended survival. The approaching lion does not give you much response time! Science tells us that higher brain states of cortex part may take a time up to weeks and even a month to process all information and arrive at a 'decision'. It takes time as this brain states handles mostly humanly designed conflicts and choices, which do not immediately impact survival but can be crucial in optimizing a person's long-term successes in complex social-cultural milieus. This difference must be kept in mind. We also need to see 'successes', as we popularly know them, as shades or *evolved* expressions of core Intentionality of survival success.

The hormones not only are there to communicate and also ensure suitable motor and behavior actions of our body; they also are part of the emergent intelligence, which a moving organism requires to update and upgrade to optimize survival successes. So, every time an organism does something, which the brain perceives as 'successful' for survival optimization; the brain releases dopamine hormone, which we know as reward hormone. The release

of dopamine makes us feel rewarded and 'happy'. This 'reward happiness' is what we need to understand in its holism and objectivity; divorced of the populist and cultural notions and feelings associated with it in modern times. This reward and happy perception is also responsible for 'habit' formation. We also need to accept *habit* with novel and alternative analogies and metaphors. This shall facilitate our understanding of the 'scam', we have hypothesized about. We shall deliberate it later.

Just for ease of understanding, we may take an example. Suppose, I have heard a maestro sing a song and I later try to sing it the way he sang. I sing it and there is this inner *feeling* that I am unable to do it right. The two templates – one of the maestro and another of mind do not match. This *feels* unrewarding. I have this inner *urge* to repeat it and my subconscious mind keeps *telling* me that I am doing better every time I repeat my attempt. There is this *reward* feeling, which keeps me repeating my efforts, till I do it the way, I *feel* the maestro did. The two templates begin to come closer. This is subconscious system of hormonal plexus working out and leading me to a *habit-forming* exercise, which shall ensure 'success' to me. I may later on 'own' the entire enterprise of success; as if 'I' was feeling and doing it all but there is a subconscious, auto-mode **Intentionality** working its way within my body-brain system, orchestrating every small perceptual layer and suitable motor action. The 'stages' in the progression; which I have worded above as, *feeling, urge, reward,*

telling, etc, are all chemically mediated expressions of the *Intentionality*, which my brain is orchestrating, with the help of what we have listed as hormones. Science says, most humans do 98 percent of their behavior and actions in their daily life-living this way and they may not be even aware. They however, may later 'own' it, if it works out well for them. Intentionality is emergent at the level of neural plexuses and they get executed at subconscious layers of mind consciousness, which we may later 'own' as me or mine. This hypothesis needs to be kept in mind as we proceed.

The brain function, which we just talked about, is something, which is common in mammalian world and primates. In human brain system, this part of the brain is therefore called the mammalian brain. It is known as the limbic system, which essentially deals with 'primary perceptions', short term memories and handling of emotional spectrum. We can simplify the above discussion by hypothesizing that limbic system works on the causality of emotional perceptions of reality and is handled by a chemical registry mechanism, known as hormonal system or endocrine system.

Now we talk about the possible trouble, which later evolution of brain may be said to be responsible for. The limbic system worked fine and still works fine for most mammals and primates but it seems to have entered a 'trouble' phase in humans, as humans evolved in a unique

way, jumping the linearity of symmetrical evolution. As we have discussed earlier, humans stepped down from trees, roamed around and then finally settled to create cultures and civilized life-living. New tools and technologies happened and life-living became complex. Much of the complexities were behavioral and therefore required complex motor skills too. Civilized and cultured family-societal life-living required rules and laws and novel shades of emotional contents. As we talked earlier, humanity created its own intelligence, many in conflict with nature's age old and dominant intelligence and cultured life-living for the first time required 'thoughtfulness' and 'controlled' decision-making, as against reactionary and mechanical decision-making, which the limbic system performed so far.

This created first dualism in mind consciousness. The primary intelligence was 'reactionary' and speedy action and promptness of behavior. As cultures and societal needs happened; it installed a new intelligence, which required to *postpone* 'reactionary and speedy' actions and behaviors. The new situation needed the innate intelligence to be blocked, so that a more thoughtful, calculated and informed choice could be made. The two contradictory, conflicting and competing intelligences had to be worked out by the totality and holism of the brain, even when handled by different brain regions. This required much more complex information processing and more complex neural networking. The human brain had to undergo a non-linear evolution. Novel emotional and perceptual

requirements like planning, perspectives, retrospection, tolerance, sociability etiquettes, et al were necessary new elements to make the society and tribe succeed well. These could not match with usual reactionary and recognition-friendly brain processing done successfully so far by mammalian brain part known as limbic system. A non-linear and more effective and specialized brain addition and evolution was required in short time.

This happened as cortical layers of human brain evolved. The trouble is - Evolution does not dump the old and creates a new in place of the old. It can only upgrade and add more into already existing set up. The human brain also evolved this way. The new brain happened on top of the old brain but was so linked up that it worked in complex cooperation with old brain states. This *uniqueness* of human brain is the soil and seed of all conflicts and also the precursor of all scammed perceptions. This we need to understand.

As we have said repeatedly, we have ease in understanding a reality when presented as analogies or symbols; therefore, we present a very popular and common analogy from our life-living to understand the conflict probability and possible trouble of this uniqueness of human brain. We all know, how in modern governance system, the bureaucracy has become so massive and it is considered as permanent executive. This means, political leadership as ministers in the government may come and go but the

bureaucracy remains constant. The huge plexus of bureaucracy however is considered both as asset as well as a big burden on smooth governance. The ministers can only present a vision or a policy and get the approval of legislative wing. However, it is the bureaucracy, which has the ultimate duty to execute a vision or policy. The politicians propose and bureaucracy executes.

Interestingly, the politicians and bureaucracy always have a precarious and even bizarre marriage. They do not trust each other and still, cannot survive without each other. The politicians are quick to blame it on bureaucracy if their policies and vision fails. Still, they depend only on bureaucracy to even design their visions or policies. The same probably is the situation between subconscious and conscious brain states or what we popularly know as limbic system and cortex layers. The planning and 'executive decisions' are said to be handled by the cortex brain states but it is always the limbic system, which shall execute relevant motor actions for commensurate behavior-action, as per the 'decided' visions of cortex brain. One can hypothesize what this may mean for humans in their daily life-living routines and wellness! We all have our experiences with inner conflicts and confusions.

We do not have the space to detail all aspects of this complexity but we are in short talking only about an example to just make you feel, how important yet how difficult this uniqueness of our brain system is. Science tells that first single cell living organism happened around

3.5 billion years. We know, it had the chemical sense of crude Intentionality. However, multi-cellular organism happened only around 500 million years back. Scientists cannot say with singular certainty as why it took such long for the single cell organism to evolve into multi-cellular one but one of the key hypotheses is that it required the newly produced cell, which a cell reproduced, to lose and forego its 'freedom' to not detach from parent cell and remained 'tied' with the destiny of its parent cell. This is the domain of Intentionality. The word freedom must only be accepted as some metaphor or analogy for an 'Intention' in the newly produced cell, not to become independent and work in cooperation with parent cell to form a multi-cellular organism, which in turn could facilitate tissue formation, organ formation and complex organisms later. This intentionality could take billions of years, before it actually happened 500 million years back, when finally a multi-cellular organism emerged on Earth. This somehow reflects as how complex is the domain of intentionality, which works its way from as minuscule as a cell to an organism with 30 trillion cells like we humans. This chemical journey and complexities involved in it is mesmerizing. It is very tough to imagine how a brilliant and magical 'chemical cooperation' must be required to make a human brain work out its intentionality and express them in myriads of behaviors and actions. More stupendous and equally baffling is, how very early human consciousness engendered a metaphoric association of external situations

with specific 'feel' and cognition of its internal mapping in the brain states. One wonders, how this 'happy' feel and cognition got its roots in mind consciousness in early humans, millions of years back. Has this 'happy feel' also evolved and got complex and complicated, as the brain states, in these millions of years? This we need to keep in mind.

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Unraveling Spectrum of Scam

As we move to deliberate on the scam of perceptual realities, which is probably the entropic evolutional fall out, rather than a systematic linear one; we must keep in mind what this uniqueness of human brain and its perceptual diversities; often delusional; has meant for humanity in its long march, especially in the last hundred thousand years, when the current species of humans came to stay as dominant species of the Earth.

It is relevant here to talk about why nature's innate intelligence, shared by millions of species on earth, since thousands of millions of years, could not unleash any patterned insinuations of mass destruction, criminality, depravity, shamelessness, delusion, abstractions, pilferage and above all; the heinous brutality in animal world. They

had the so-called animal brain. The humans boast of a 'superior' brain and the humans unleashed all the above mentioned realities. Why? Both humans and complex animals have mammalian brains but why this critical difference in behavior and actions, which is so drastic and extreme? We share almost 98 percent of genes with chimps yet, we are so different from them. What makes this very small two percent difference blow out of proportions in human brain perceptual landscape? This is what we need to understand. Once we arrive at this distinctiveness in human and animal brain, we may understand the core idea about the 'factor', which scripted all pathological propensities and insinuations in human mind consciousness.

We have now begun to know, what caused this big difference and uniqueness in human brain and what might have caused the emergence of consciousness and its propensities for brutal depravity. We probably can pin down where lies the 'central command' of criminality in humanity. We are hypothesizing this in this eBook to build a probability that scammed perceptions are the **Criminality of Humanity**. The languages we created only extended a 'lethal tool' to accentuate and aggrandize the pathological propensities. We shall use all available knowledge of modern science to arrive at the mechanism and process of this criminality. This may help us come out of this scam and facilitate larger and deeper wellness. It is very humbly stated that only science has this beauty and

magnanimity to not only accept; but also respect novel and alternative philosophizing, which may initially look and sound very stupid. This alone makes me venture into novelty and alternativeness, when I write about ideas and issues, which need different perspectives than what humanity accepts and lives out.

As we enter the final pages of this eBook, attempting to zero down on aspects, which shall lead us to the hypothesis, we have accepted that much of human perceptions are scammed, including happiness; it shall be facilitative if we list out the progression so far. We shall point-wise list out key ideas we have deliberated upon so far, so that we have ease in understanding what we shall discuss now on. What next we talk about is not very complex but somehow different than what we usually accept. That is why; for clarity and ease, we need to have our focus right. What we have hypothesized so far, are as follows –

1. We are so used to accepting ourselves in a way, which is essentially culturally evolved and installed. Our acceptance and feel of 'I' or self; in our routine life-living, simply does not take into account the hugely long and complex mechanisms and processes, which created what we are today. If what we accept as 'Aware', is only partial and often misinformed one; then we are susceptible to scammed insinuations. Science knows a lot about this all but mass majority

of men and women do not have any knowledge of this all and even if they have; they seldom factor them in their acceptances of reality about their identity, existence and life-living. This is in itself is a huge scam. We perceive ourselves; like so many realities, for example happiness and successes; in a way, which is symbolized, analogued and metaphorized by humanly-designed intelligence; much against or in divergence of the over-encompassing intelligence of nature and evolution, which is still there in our brain states. In reasonable likelihood, therefore, we experience perceptions of realities in a vitiated, depraved and even criminalized ways. Happiness is also very likely experienced in these ways.

2. Human brain has evolved in a unique way and it has structures, which render it as a multi-organ entity and reality. Human brain works in very precarious and awkwardly poised cooperative processes of different brain parts; evolved over different timelines. It is a unique probability that human brain works in a cooperative ways but seems to have different 'contexts' for accepting causalities of information processing. This idea of information processing is still not fully known. How human brain works out realities and how it arrives at perceptions and decision-making, amid competing and conflicting choices; are still shrouded in mist of very partial knowledge. Still, it seems, human brain handles two different sets of

intelligences, which are probably in conflict and competitiveness. This seeds loads of hypocrisies as well as delusional insinuations and propensities in human brain's processing and working out of realities. Happiness is probably also perceived and expressed in such ways.

3. Modern science now has enough insight into our brain and its evolution in millions of years to understand that the uniqueness of human brain creates a somehow exclusive nature of consciousness. We all know about conscious, subconscious and unconscious layers of our sense of awareness. Science tells us that human consciousness is probably a unique reality because of the evolved precariousness of its embedded conflicts between two different sets of intelligences, which evolved not exactly in linear progression but as a 'jump off'. The societal-cultural factor occasioned this jump. That is why, human consciousness, this sense of subjective self; the personal feel of self-dialogue and self-introspection happened and evolved in long period of time. Science tells us that human brain is multi-organ yet a cooperative mechanism and that is why there is a continuum in all three stages of awareness – unconscious, subconscious and conscious. The three layers keep switching roles as per the need in external milieus. However, the conscious sense of definitive and aware 'I', someone who 'willfully'

decides or declines some decision, comes only when we face a 'conflict' situation in life-living, requiring us to shuffle through different options for a decision. This conflict is somehow exclusive to humans as higher animals may also have conflicts of choices but they are so basic or clearly defined that they are handled by subconscious and the animal does not need to experience the conflict. The humans experience the conflict as most of their conflicts are complex, requiring inter-related information, emanating out of the complexities of societal-cultural milieus. It is primarily the complexities of conflicts and milieus of multiple and competitive options in life-living, which happens only in complex societal-cultural-political-economic-belief system milieus, which engenders the conscious feeling of subjective self. This means - conflict is embedded in brain states and consciousness was required in its evolved and heightened functionality only in humans and not animals as only humans have brains with two competing intelligences, made possible by exclusivity of milieus. The perception and expression of Happiness, in three different layers of unconscious, subconscious and conscious, having continuum yet contextual-conflicts, probably uploads abstractions, vitiations and even depravity on the idea of Happiness.

4. Human brain is unique not because of its power and ability to process huge information data and compute different information from huge domains; owing to its massive plexus of trillions of cells. This even a computer can do now and surpass in near future.

Human brain's genius or what we may call its entropic propensities or pathology is embedded in its complexities of processes, in somehow bizarre and precarious cooperativeness. If you make a machine in a time period of 2-3 billion years; adding different parts to it, every now and then and still make it work its original function; you can understand, what this machine could be. Its viability shall definitively be ascribed to its layered continuum, complex symmetry and synchrony with all added parts, which makes it work in viable cooperation with all newly added parts to work out, what may seem a systematic functioning but it is not, always. It is only a natural conclusion that such a system may have good propensity towards entropy and 'patched-up' functionality. What this complexity means for human perceptual spectrum and behavioral architecture is a hypothesis, which we are saying is scammed. They probably engender such processes and lead to such emergence of reality, which may be models of mystical and delusional feel and cognition. The element of mysticism and delusion gels well with the perception and expression of

Happiness; also Love. We all have experiences of this probable reality.

5. The human brain has the largest and most evolved cortical brain states and it plays deeper and more meaningful role in a human's navigation in societal-cultural milieus. Science has deciphered many aspects of cortical brain role and functioning. It is believed to be more aligned to process information from the perspective of man-made intelligence. Especially, the prefrontal cortex, which is the newest addition in human brain, deals with conflicting decision-making process and that is why it is said to handle tasks, which is referred as 'executive decisions'. It is also known that human brain takes long time lapse of around 25 years to evolve to maturity stage. This 'maturity' is essentially a human brain's journey into man-made intelligence. It is a journey from emotional decision-making of wired mammalian subconscious brain functioning to aware and 'logical' conscious decision-making. These two metaphoric terms - *maturity* and *logical* needs understanding and elaboration from a novel and alternative perspectives. They have seeds of scams. As Happiness in human world is popularly and dominantly bracketed with *adult* life-living only; not factoring in that of the children and teens; the scammed ideas of maturity and logical automatically get aligned with the *mature-logical* perception and

expression of Happiness. How much criminality and chaos this 'adult' *maturity-logicality* has wreaked on human world; history tells us precisely.

6. Human brain works out its functions through chemical messaging and motor signals. Science has journeyed a long way to decipher the language of chemical coding. More than 3 billion DNA pairs and their coding have been deciphered by science. How the chemical system works in brain processing is also gradually being understood. This is a huge domain and also probably the most important area of knowledge, which can change human life-living in a big way. It has already but most people do not know anything about them. If ever, humans can think of successfully living 200-300 years of life; this knowledge of genetic language and its chemical coding alone can make it possible. There are key aspects of human life-living, which have roots in the way chemical processing happens in the brain states. The idea and cognitions of pleasure, pain, experiences, memory, intentionality, consciousness, et al may be understood better if science fully unravels the details of brain's processing mechanisms. However, there are enough headway to philosophize on novel and alternative ideas and perspectives about the above-mentioned realities. This may help us arrive at a probable model of deeper wellness. This we shall deliberate later. In modern

times, science has focused its attention on consciousness but as this huge and complex idea of human consciousness is being studied, there are some key ideas, which have emerged and has facilitated understanding of brain functioning. We have already talked about the core idea of **Intentionality**. The intentionality element can very well be accepted as the core structural foundation of consciousness and entire behavioral spectrum of humans in different life-living situations. Happiness cannot be truly understood without the complete comprehension of the reality of Intentionality.

Keeping these aspects in mind, we need to deliberate upon three aspects of our brain functioning, which shall help us unravel and understand the probability of the 'Scam' we are hypothesizing about –

1. Context of *Perception* of External-Internal Reality

We have already discussed how even a simple multi-cellular organism has perception of the external milieus, where it has to move for food and mating. For almost all animals, the sole and singular 'Context' of the core perceptions are represented in brain states as 'Intentionality' of six emotions of happiness, sadness, fear, anger, disgust and surprise. No doubt, the perceptions of these core emotions are conditioned by experiences, which are embedded in

the memory of the organism's brain states. However, the perceptions do not vary much and has very little abstractions in it. That is probably why we see 'herd mentality' in all animals. They innately move in pack and follow collective consciousness. The human world of perception however does not have this singular context. However, we can see this 'herd behavior' in humans too when a large group of people are emotionally charged up over a single, dominant and contemporaneous 'feel' or perception. You have seen it in soccer matches, mass protests against governments, etc. The primary reason for humans usually not subscribing to herd behavior is that their external milieu is unique and hugely different compared to all animals. Human's external milieus are essentially societal, cultural and political. Their milieu is predominantly 'contextual' to man-made rules, laws, traditions, attitudes, rituals, faith system, ethnic identities, security structures, sexual practices, gender sensitivities, relationship benchmarks, et al. The list of these elements, which present 'contexts' to perceptions to average humans are exclusive in human world; unknown to animal kingdom. The possible list of emotions, which scientists call as 'evolved emotions' is long, having more than 50 shades of emotions. These emotions are not only amalgamations of some related or even different emotions; they are also overlapping. A brilliant

scientist called Consciousness a 'suitcase' idea or term, which he said, packs over 30-40 similar cognitive feels and perceptions. This makes consciousness and its feel hugely abstracted and conflated. The same is with human emotions. They have become 'suitcase' cognitions. We also need to factor in the fact that the confusion and abstractions about a perception also emanate out of the languages humanity has evolved and speak. It is a matter of detailed inquiry but the fact remains that much of the criminality of human intent is owned by languages. This is not a case with animals. Therefore, we can see, how the very primary and basic element of our brain functioning, related with perception-making is confused, conflicted and given to abstract cognitions. This happens because human brain's largest and most 'contexts' for perception of brain comes from an external milieu, which itself is not as singular as those of animals and have loads of diversities, conflicts and abstractions. As later evolution of human brain, the cortex parts, which evolved over and above the mammalian brain, have co-opted with the emotional limbic system; there is a good probability that human brain has an inbuilt conflict between what we call the 'logical' brain of cortex parts and 'emotional' brain of limbic system. We already know; how philosophies and psychologies have been woven around this dualism of logicality versus emotionalism. Since ages

and especially in modern times; you must have heard people saying, 'Listen to your heart and not your brain, when in trouble'. There are also advocacies just contrary to it. This dualism is predominantly human as we have already talked as how in humans, unconscious, subconscious and conscious is in continuum and therefore, emotionalism and logicality are also in continuum; vying for dominance in decision-making. Scientific assertion is that while in most animals, the decision is emotionally-handled, but even in humans; majority of decisions are subconscious and therefore prone to emotional decisions. The conflict however is there predominantly only in human mind. A conflict can attain logical decision-making only when it is postponed and subjected to leisurely thoughtfulness. Animals do not have long-term domain of decisions. They act as reaction and their survival is only short-term reactionary intelligence. Their conflict is short term and mostly pertains to emotional response of a situation. Only humans can afford 'long-term' and that is why conflict is also a lingering one, having to sync with 'logicality'. Science tells us that human brain works as a multi-organ cooperative but we can gauge, there must be loads of confusion and conflict in brain processing of information as it handles two conflicting and competing insinuations and propensities. Science also tells us that it takes over 25 years for a new born

human brain to 'mature' and develop pathways for those 'logical' structures, necessary for wellness and successes in human societies. That is why; teenagers have trouble with societies and cultures. Their brain; which society calls as not yet 'mature'; still works largely as 'emotional' brain, with their innate and wired subconscious mind dominated by limbic system. The cortex brain states and their synaptic plexuses, responsible for 'logical' behavior and actions are still not 'mature', as it takes 25 years to develop. This shows; human brain's perception of what realities it faces in man-made external milieus is largely confounded and abstracted. We all have experiences from our early youthfulness as how it was difficult to strike a balance between 'normality' benchmarks of personal acceptance and that of the society and cultures. This can be understood in another way too. Science tells us that almost 98 percent of our daily life-living decisions are made by our subconscious mind and we do not even register it. They are handled by the limbic system of the brain states and in these processing of decisions, aware 'intervention' of self or 'I' is not required. Only two percent of decisions are made in conscious minds, when there is the need of definitive and very aware self, intervening and making an 'informed' choice. Like experienced car drivers do not even remember they are driving, whereas a person still learning driving is overly aware

of all small moves, he or she has to make while driving. This suggests; we are 'logical' only very rarely as most of the time there is no need for it. Why? Because, human brain 'matures' in 25 years to accept most populist and dominant 'logic' of normality and appropriate of society-cultures and therefore, he or she has very little 'conflict' in his or her daily life-living. However, a person, who consciously evolves and grows not accepting the 'logic', shall make more than two percent decisions as conscious self as he or she shall be far more 'conflicted', confronting populist logic. Culturally and as dominant societal norm, it is considered 'abnormal' and 'inappropriate' for a person to have conflicts. Society-culture-politics look with suspicion a person who does not fall in line with popular and dominant sense of righteousness and questions them. This in a way means – man-made intelligence wants all men and women to be so 'conformist' that they do not ever need to be 'Conscious' persons as aware and conscious decision-making happens only when a person is conflicted. Culture wants emotional 'slaves', not individuals with logical and conscious personality. Politics and commerce also seek the same. We all know and see it happening in our daily lives as how politics, commerce and faith structures always fan up emotionalism by instilling fear complexes in people's subconscious mind. This is one aspect of the

probability of scam. When perception is not singular and wired in entirety of brain states; when perceptions are 'scammed' by unscrupulous elements and structures of society-culture as well as people of politics and profit-empire, there is good probability of scam creeping in and getting installed in individual's subconscious mind states. The human world's long history of depravity-brutality-criminality and growingly increasing propensities for scamming for successes only corroborate this probability. We shall deal with it later.

2. Context of '*Processing*' of Information of Reality

The next stage in brain functioning is processing of information received from milieus. Some scientists object to the term 'processing' as they feel, it analogues human brain with a computer, which is an erroneous comparison. It is not yet known in full details as how brain works out information and how it 'fixes' and metaphors meanings into it, for feel and further action. We do not need to go into it. We are essentially concerned with some different aspect of information 'processing'. We shall however take care not to confuse the term processing with those ideas popular in artificial intelligence world of information processing. What we are talking about is the dualism and conflict in processing of information by brain

plexuses, which is essentially compartmentalized, yet cooperatively synced. Science has provided some insights into what this conflict could be all about. Science has in recent years begun to believe that a successful trait of human brain is not its memory power but the innate ability to forget and forgo. This makes a huge difference in the mechanism of processing of information, which we popularly accept as. Science is probably right in hypothesizing that it is a huge advantage, extended by evolution that human brain seems to have the inbuilt inclination to forget information. This aspect is very critical for survival and has deep meaning in human life-living. We however do not have the space and focus here to detail them. Science tells us that memory in human brain is probably unique. Though, much still needs to be known about how human memory is created and works, we now know that human brain has three layers of memory. One is wired and reactionary memory a human child is born with. Second is short term memory and third is long term memory. Wired memory works when a new born automatically holds breath, when thrown in a water tank. Short term memory helps in daily-life or routine living navigation, like recognizing faces, remembering streets and traffic signals. The long term memory is however the unique one, which may also be very exclusive to humans. It is known that wired and short term

memories are handled primarily by the limbic system – the old mammalian brain, based largely on emotionally contextual perceptions of external milieus and habit-spectrum of motor actions. It is probably common in all animals. We have already talked as why and how 98 percent of human tasks do not need ‘conflict’ resolution and therefore handled by limbic brain system, about which a person is not even aware. The long term memory however seems something, which needs to be explored in better details. It is now known that long term memory is handled largely by cortex part of the newly evolved human brain. It may be hypothesized that as cortex brain states are more aligned to man-made intelligence handling and ‘logical’ (not emotional), these long term memories in cortical neural plexuses must emanate out of the prolonged, sustained and dominant experiences of a reality in societal-cultural milieus; emerging out of a conscious and very aware processes of ‘conflict resolution’. These memories may have the strength and stability of finely processed and accentuated experiences. The long term memories may be logically instituted after conscious conflict resolutions but it may also have alignment and association with emotional perceptions. It has to be accepted that probably, all logical or conflict-oriented perceptual memories are also chemically imprinted in synaptic plexuses as emotional registry. For example, if a

person has a prolonged experience of a bad marriage and finally, he or she could get out the marriage, the impression shall last forever and probably stored in cortex layers as long term memory. However, this experience has its emotional aspect too and that too, a big and deep one. In later years, when the person shall reconsider a relationship, his or her emotional expressions towards the new person in their lives shall be affected by the experience of emotions of the past marriage crisis. The brain, as we have hypothesized, is designed to forget and forego unpleasant memories and experiences. Therefore, the emotional feel of the bad marriage shall diminish and wane out from limbic brain states. However, what may be retained as long term memory in cortical layers of higher brain is probably the non-emotional, logical and superordinate (generic) experience of the gist or totality of the crisis. If a person came out of the bad marriage in a poised and rewarding ways, the next venture into new relationship may be smooth. If not, there may be more troubles in next venture. Neuroscience experts have done enough experiments and simulations to unravel some very crucial aspects of how our memories work and are played out owing to what part of brain being involved. We are not going into the details here. It is however very interesting and fruitful knowledge everyone should have. This long term memory probably is there to effect

phenotype changes in genetic imprint as these memories probably have the synaptic weight and volume. Science believes these changes are passed on to next generation as genetic information. Naturally, such long term memories, backed by strength and intensity of sustained experiences present a big and impacting 'context' for perceptions about a reality. It is difficult to pin point how these experiences are 'processed' into long term memories and how these memories impact brain's value summation, or what we popularly know as decision-making finality. Some scientists believe that conscious and aware self is all about the higher frequency, at which the neurons fire as well as the larger size of the neural networks, when a conflict situation is resolved. Science believes, there is some sort of a threshold of neural processing activity, which is required for awareness and conscious sense of being or self to emerge. Science has been working on this novel idea called 'Emergence' to unravel the entity of consciousness. What we need to derive from this all, without going into details, is that such a threshold and emergence happens when there is a definitive position of conflict and 'pain situation', requiring long and complex thoughtfulness. This thoughtfulness may be high frequency neural firing and larger neural networks. However, we can surely hypothesize that as these experiences are sourced from and contextual to

societal-cultural-political milieus and their populist and dominant perceptions, they as well as the memories they engender are likely to have conflicts and confusion, which are hallmarks of such milieus. This makes us accept a probability that contemporary human brain's actual perceptual as well as aware and conscious decision-making processes are heavily contextual to the man-made and synthetic 'logicality' and not to the innate and emotional one. Most emotional and non-conflicting perceptions and decisions in fact escape the conscious layers of mind as probably, they are processed in low frequency neural firing and small neural networks. Scientists hypothesize that in the continuum, the subconscious process needs a certain level of threshold frequency and network strength to rise up to conscious levels. We do not need to go into it. The trouble however does not seem to end here. Scientific researches tell us that human brain is not as compartmentalized and segregated as we might popularly accept and the three layers of consciousness are definitely not as impregnable as popularly accepted. All brain parts - the three differently evolved brain layers of brain stems, limbic brain and cortex layers are all synced in a complex cooperative functioning and continuum, which is mesmerizing and still eluding complete understanding. It is not very far-fetched to hypothesize that even when the cortex 'logical' brain

states tend to dominate perceptions and decision-making processes, the emotional limbic system actually has to 'own' and carry out the finality of behaviors and actions. The same old and trusted hormone of dopamine has to manage a complex chemical processing of neural signaling and communication to carry out the suitable and specific motor and behavioral actions. The reward emotion works its way out through the same chemically pathways, evolved over millions of years, even when contemporary 'contexts' of perception and decision of 'rewarded' emotionalism have changed drastically and have become massively complex and confused. Therefore, even if you feel you are 'thinking' from your *heart* and not *brain* over an issue; the heart-brain dualism is not even registered by you as both domains of logicality and emotionalism are overlapping and cooperating. The core emotion, evolved to have neural association with specific hormone, has now undergone culturally induced changes. There may be many evolved emotional shades associated with the same superordinate emotion but, its hormonal trajectory is still the same, which evolved hundreds of thousands of years back. The big example is the emotion of love. The feeling and cognitive acceptances of love in contemporary human milieus have undergone so much cultural changes. Love in modern times may invoke the

hormones of reward and pleasure but it is contextual to different perceptual spectrum. There may be a soup of emotions of fear, happiness, sadness, surprise, anger and disgust all at different times, in multiple shades of linguistic as well as culturally insinuated and attitudinally attuned experiential long-term memories. It is tough to ascertain, how the limbic system works out its functionality of carrying out finality of motor and behavioral actions and; how the cortex layers infuse its 'logicality' in the overall spectrum of emotionalism. Old psychology tells you that when you are in love, your higher brain layer of cortex stops function as love needs no logicality but pure emotions. Populist psychology also tells you that a person cannot love two persons at a time. You already know; these hypotheses are only shades of reality. Contemporary love canvass corroborates the conflict and confusion, painted with deep and sharp colors. Similar seems the emotional states of many other feelings and their hormonal response processes. Happiness is very much akin to feelings of love. This may be the fertile soil-bed of scammed perceptions and behavioral trajectories. We shall talk about them later.

3. Context of *Action-Experience* Cyclical

Evolution, as it works its ways in the ever-changing expansive milieu of nature, probably was fortunate

enough to have 'retired' as humanity embarked on the tumultuous journey of societal organization, civilizational structures and cultural functionalities. Almost similar is the functional modality of human brain, as brain has been a loyal partner of evolution in billions of years of its journey. The brain however is not as fortunate as evolution as it could not retire and continued to excel even in most precarious situations. Probably, human brain has far better and deeper control of human body and consciousness than that of the evolution on nature's landscape. Both evolution and brain works and excels with patterns and cyclicalities. Both seems to have this skilled intelligence to match and recognize the vitiation and unfamiliarity between the emerging novel and alternative patterns in the milieus, internal as well as external, and existing pattern stored in the brain plexus as innate intelligence for survival optimization. This process of pattern and cyclicalities is a huge casualty in modern human external milieus of society-cultures and polity. The embedded and predominant cyclicalities about decisive and fixed pattern is hugely missing in modern milieus. For example, a certain behavior may not fetch the same response in different groups of people in a society and culture. Very naturally, the experiences, which a particular behavior would elicit in the external milieus, are varied and unpredictable. This especially happens

with almost all good and normal behavior. In contemporary human milieus, trust, honesty, compassion, brotherhood, equitability et al, often receives such experiences, which are not only varied but also largely make one feel unrewarded. Human brain and evolutional strategy is to register experiences and convert them into long term memories, affecting deep attitudes and personality, based on the benchmark of reward and punishment emotions. The hormonal structures work on the straight basis of pleasure and pain. If there is predictability in good behavior of a person getting back good rewarded feelings in reciprocation; the brain has ease in installing a pattern with experiences and memories. Sadly, this does not happen in contemporary human milieus. The brain stands confused and conflicted as good behavior gets a varied and often conflicted reciprocation from external milieus. Almost all the benchmarks and patterns of good-bad, right-wrong, normal-abnormal, et al are now so massively scammed that human brains have trouble establishing a pattern for experience and memory creation. It seems; the human brain of modern men and women has now accepted that faking and fudging is the best artistry and intelligence. Average human brain has found new utility and 'peace' in abstractions, fudged factuality, fake reality, mediocrity of ambivalence, et al as

contemporary benchmarks of successes. It is therefore a probability that human brain now works out the crucial and critical function of experience creation and cyclical management in a way, which is conditioned to, attuned to and in sync with overall scammed perceptual cosmos of human world. If we look at average people and seek to establish a pattern in their routine daily life-living behavior-action, we can easily see and realize how unpredictability and insincerity have become hallmarks of 'right and appropriate' consciousness. This affects the perception of reality as well as processing of decision-making by brain states.

These aspects of our life-living, we have deliberated in detail only to have a perspective of how complex and complicated this entire process of perception of reality is and how there always are ever-present probability of vitiation, depravity and abstractions in our perception making process. The idea is to have the necessary feel of many aspects of reality at brain levels as well as at milieu levels. As we have discussed these aspects of brain processes of perception, their conversion into decision-making and the interactions of these decisions with external milieus of society-culture-polity to engender experiences and memories; we shall have better insights into why the way we perceive reality and accept them, can be fudged, fake, abstracted, vitiated and susceptible to unpredictability of normality. These are ingredients of

probability of scams. With this preparedness, we now enter the final stage of this eBook and begin to deliberate over the hypothesis that *Happiness Is a Scam*.

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Happiness as Scammed Perception of Reality

As we have already detailed the mechanisms and process of brain system creating perceptions for us and the challenges of these perceptions not being simple, linear and singular; we shall straightaway move to different probabilities, which may prove our hypothesis that happiness, as we all perceive, may not in most cases be true, right and real. We list out different situations and processes, which probably makes Happiness as something of a scammed perception. Here we go -

1. Happiness is a perceptual state. This means; it is not a specific and fixed tangibility. Instead; happiness is an emergent intangibility, which brain states accept as useful and fruitful for optimizing survival potential. This word called 'survival' needs to be broad-based to include its different shades in modern life-living milieus. We use the term survival here as a superordinate reality. This clearly means, happiness

is rooted not in external object or situation but in the acceptance of mind consciousness. Very naturally, happiness is decisively subjective, depending upon how a person's perceptual universe has evolved since his or her birth. Given that reality is considered as something singular and objective; happiness simply cannot qualify as reality. However, new age science accepts all realities only as probabilities. In that sense, *Happiness is a Reality as Probability*. This probability is largely perceptual. Perceptions are person-specific and conditioned by experience historicity of the person and his or her long term memory. Perceptions are also emergent and ever-evolving intangibility. This means, the sense and perception of happiness may change as a person evolves and grows. As we have detailed earlier that perceptions are heavily 'contextual' to external milieus of society-cultures-polity, it is always very likely that a person's perception about happiness is conditioned by populist and dominant cultural benchmarks. Perception of happiness changes as 'context' of the perception in external milieus change. It in turn suggests that a person has very little role in deciding his or her own happiness. This reality of happiness is very much like love. The so-called 'subjective' element in one's perception does not mean that the 'subject' is the person. In fact, the subject is 'society-culture-polity'. A person may feel

pleasured and sense of happiness in non-vegetarian food, as he or she has been habituated to eat them since childhood. In another family or in another culture, a person may feel disgusted and sadness, when given the same non-vegetarian food. Therefore, because of different 'contextual' backgrounds, the experiences and memories of two persons vary and they result in different perceptions about a singular reality. The sense and feel of happiness of one person faced with same situation, is sense of disgust for another. Non-vegetarian food is common and objective. Reality may be singular but its perception is probabilistic. The perceptions are subjective but the subject is not individual. It is the society-culture-polity, which alters the 'context' of experiences and memories of a person. Happiness is not reality; rather, a probability as it is perceptual. It is perception and this perception is precarious as the cosmos of perception about happiness is huge and complex. Therefore, it can be hypothesized that whether a person is happy or not is not decided by him or her but by external milieus and its perceptions, installed as synthetic intelligence in his or her mind consciousness since childhood. In reality and in ideal situation; happiness must be decided by individual and happiness must be objective. It is not. As we have talked earlier; 98 percent of decisions of daily routine life-living are not conscious. That is

probably why happiness perception is also majorly not consciously realized and decided. This situation is a scam situation. It is a scam because happiness is so precious and primary need that every person should ideally have everything about happiness in conscious domain. In reverse; 98 percent of happiness are not automatically perceived and consciously decided. People accept happiness as so very crucial in life and always invest best of time and resources chasing happiness. It is such a tragedy that they are not deciding their own happiness and also, they do not consciously feel happiness; even when it is very much there and processed by subconscious brain states of limbic system. This in turn also mean that there may be a vast domain of happiness and diverse dimensions of happiness, which remains unknown and untapped to most people as they do not become available to their subjective perceptual universe. They only perceive those happiness, which have imprint of experience and memory in their brain states. This can be understood with the help of an analogy of our modern banking transactions. Someone deposited a million dollar in your bank account and the bank showed it up in your account statement by merely putting some numbers. The actual money was not placed in your hands and you could not feel the tangibility of million dollars. The money however happened. May be, you were busy or otherwise not in

the habit of checking your bank statements, you could not feel the 'Happiness', of the money, which could otherwise have happened if the person would visit your home and personally handed you a bag full of dollars. May be, at the brain level, there are processes, which 'transacts' happiness to you but as you are probably inclined to 'accept' only those happiness, which are 'handed over' to you in a particular way, you may not feel happiness. The same happens with love. Love is infinite domain and multidimensional emotion. We all receive so many small and un-invested love (also happiness) in different shades and dimensions almost every day in our lives but we do not consciously feel and accept them as a bliss reality. Our body-brain milieu probably cannot survive if we do not receive such subconscious doses of affection and amicability. We however do not consciously register them. Most men and women confine their 'love enterprises' to only that singular, dominant and popular aspect of love, for which their brain has been trained since childhood. I am culturally mind-trained to register the 'love' and its happiness, only when I get it from my beloved, family, friends and relatives. I feel unhappy as I perceive a 'deficit' in their love for me. However, I do not register the love and amicability of thousand flowers blossoming around me; the pink comforting wind muffling me with warmth; the child who waived

at me with smile; the birds who come every morning in my balcony, dancing with joy; etc. May be; I register them but do not consciously 'assign' the same emotional value to these as I do to love of my 'loved ones'. It is like an experienced person is driving a car and he or she cannot even register and remember he or she actually did so many complex functions while driving. It is subconscious and not registered by conscious. The left or right turn or stopping at the signals also were auto-processes done by the person but not registering it while doing. A novice, who has learnt driving recently, remembers all his or her moves and at the end of driving experience, he or she is so 'happy' to have 'successfully' completed the driving enterprise. The experienced driver remembers or consciously experiences nothing and that is why he or she does not feel the need to be happy as his or her subconscious mind does not accept it as some 'success'. Same with 98 percent of happiness. This looks like a scam situation. Happiness seems a scammed idealism.

2. There is an innate intelligence of nature, wired in limbic system of brain states, which works its ways on the basis of survival and mating optimization, expressed in six core emotions of happiness, sadness, fear, anger, disgust and surprise. However, as humanity changed the nature drastically and instead

installed its own cultural intelligence, which has sidetracked core 'context' of survival-mating successes and instead evolved and benchmarked its own 'linguistically-maneuvered' meaningfulness, it is now difficult to fathom, what may be truly considered Happiness. As a very old proverb says, 'man proposes, god disposes'; it may also be true about how the dualism of two layers of 'self' handle a reality. The conscious choices of man-made intelligence may 'propose' meanings into a 'supposed' *Happiness*, but what ultimately the subconscious accepts as 'true utility' of the proposition, may just be opposite. A person eats all sorts of junk food and feels not only pleasure; happiness but also becomes addicted to it. Very clearly; this happiness is scammed as devouring junk food is detrimental to long-term survival as well as mating successes, even if it brings about a 'perception' of 'happiness' in the short run. There is factual and objective aspect that junk food cannot be perceived as success, in terms of body's true and real survival. However, globally, mass majority of people are 'relishing' it. Then, there is this aspect of hardcore and tangible factuality of junk food being antithetical to brain's own chemical mechanisms and processes. The junk food is known to have detrimental impact on brain's hormonal system. Also, in usual mechanism, a hormone system works as switch on and off system. Junk food obsession messes

up this chemical switch. The hormonal system is very complex as scientists now know that it works its ways in four different processes to effect its response and execution mechanism. A perpetual high of hormonal surge in brain-body wreaks havoc on the homeostatic wellness. Science says that many lifestyle choices and food preferences are so drastic and intense that brain-body system has no tools to correct the damage they cause to homeostasis. The correction process; called Allostasis processes, cannot reverse the damages. For example, smoking thrills and extends 'pleasure' but allostatic process cannot correct or reverse damages done by smoking. Very naturally; the 'innate sanity' of body-brain; which we may call as 'God's Disposition'; cannot accept it as happiness. Still, man 'proposes' and feels happiness. Therefore, the happiness and pleasure perception and feel of junk food is a clearly a cultural choice, deeply against the true and real happiness of the person. The reverse of it is also true. Most people do not feel 'happiness' and pleasure in healthy food and habits but the body's own sanity and successes need them and seeks them as true happiness. As discussed above; a person's conscious layers do not accept it as happiness and that is why it is not registered as one. Such happiness may very well be listed as scammed happiness. The brain has no mechanism to reject this choice. Instead, as is the mechanism of brain; if a

person deliberately or subconsciously ignores the 'reality' of happiness and insists to align with scammed happiness; because of culturally-induced habits, the brain has no choice to work its way with it. Every time one eats the junk food, feels pleasured and rewarded, the dopamine shall surge up and engender a greater urge for more and frequent repetition of the happiness eventuality. The scam of happiness shall finally be synaptically pathwayed in deeper experiences, forming long term memory. Later, even when this person shall be in bad health, diseased or in critical condition; the brain would not accept any other food as 'happiness' reality. The person cannot change the 'habit' as it has been 'dopamined' in deep memories and experiences. This is how scams are installed. The politics and commercial corporations; the profit-sharks and power-empire always flood up your mind consciousness with fake and fudged propaganda information to condition your acceptances of the scammed realities of happiness and other successes. They scam the 'happiness' reality of body-brain by fake, fudged and propaganda fabrication. They 'hijack the dopamine' and make people the slaves of their profit-empire.

3. There is this huge consciousness domain and dimensionality of criminality and depravity. No doubt, many cases of criminality and depravity of human behavior and action emanate out of short-term anger

or optionlessness. But, human history is full of brutalities, criminalities and depravity, which people do, not only in individuality but collectivity, with strong and sustained sense of pleasure and Happiness. A Russian veteran of Second World War narrated how a Russian troop took turns to rape two 13-14 year old German sisters, who innocently ventured into the station of the troops to ask about their missing brothers. The rest of troops laughed and danced in celebrative joyfulness as each soldier took turn to rape the girls. The veteran specifically mentioned that a woman telephone operator with the troops also laughed and showed happy expressions, when the young girls were being brutally raped. Later, the half-dead girls were thrown into the hog pen, where hungry pigs ate the girls alive. The troops laughed and danced! This is not unique and occasional. History is replete with such gory details of 'Human Happiness'. This is a possibility only in human sense of Happiness. No animal can do it as their brains simply cannot create a scammed perception of the reality of happiness. Only human brain has this 'superiority' and 'brilliance' to create a 'culturally valid' and 'appropriate' context, to alter the perception of happiness, from real and true ones to scammed ones; rather the criminal ways. It is the imaginative brilliance of *evolved* brain of humans, which can scam and fake its own emotional sanity

system and engender a *feel* that defies normality and propriety. Huge lot of criminality and depravity by humans are done now as a tool of happiness as they are subconsciously and consciously *assigned* ‘rewarding’ feel to it. Criminality and depravity are no more a ‘punishment’ or unrewarding emotion; rather they are accepted as ‘reward emotion’. They bring populist successes to criminals, corrupt and unashamed. It is also because criminality and depravity get easy and prompt support and thumps up from the societal-cultural-political-judicial-commercial domains. They have become necessary ingredients for ‘successes’ and in contemporary human world; there is no more a moral crisis about *means*; if the *end* is definitive success. This new ‘context’ of humanly-created intelligence of ‘normality-appropriate-righteousness’ has growingly become the dominant benchmark of *Happiness* as they alone ensure ‘success’. Only human brain and its ‘divinely-created’ perception of marvelous consciousness can alter the reality of ‘Disgust’ and shamefulness into ‘Happiness’. Only the human brain has the intelligence to engineer and manage such heinous levels of criminality, depravity and brutality and translate them into *Happiness*. It is a huge domain to deliberate about how and why this happens and how brain states can accept this scammed perception to validate such criminal and brutal action.

However, what we can accept is the hypothesis that as human mind consciousness is the cumulative, cooperative and emergent entity of two different and competing intelligences; together they create such 'metaphoric' contexts for a reality, which is rare and exclusive in human world. Human mind consciousness and its brilliantly ingenious imaginative faculties can engineer such perceptions of realities, which is matchless in living world. Humans can create a brilliant spectrum of scammed perceptions and then orchestrate a rainbowish range of behavior and actions to add flamboyance to its instinctive desire for successes.

4. Scientists have done good amount of researches and simulations to arrive at a hypothesis that someone is *as lonely and sad, as he or she feels, he or she is.* They point to the probability that loneliness is a passive reality. This *passiveness* is probably true with all emotions and feelings. This means, a happy person may accept a situation more positively than normal but a lonely and sad person shall feel more negatively and un-pleasurably about the same situation. Not only mental states; body conditions also affects perceptions about reality of a situation. Scientists say that lonely, sad and depressed people always complain of 'deficit' of reciprocation from their relatives, friends and loved ones. The deficit however is more cognitive and perceptual, emanating out of

the pathology of perceptual memories of experiences. This situation may be exemplified by the fact that most healthy and nurtured kids are unusually happy and buoyantly exuberant, even when they are simply sitting and doing mundane things. They do not usually have the baggage of long-term memories of experiences of unpleasantness and 'perceived' deficits or negativities. From the perspective of brain, a normal healthy and satisfied person has much better poise and neural propensities to experience pleasure and happiness out of small things and normal life-living situations. The same is not true with unhealthy and dissatisfied person. The idea is simple yet very powerful. Most people have their lives so deeply, intricately and multi-dimensionally linked and synced with societal-cultural-political contexts that their personal and individualistic sense, feel and cognition of 'happiness' becomes slave to collective benchmarks and situations. The collective sense of scammed happiness has hijacked the personal and individualistic cognition and perception of happiness. Why should a person be happy when share market index hits high and why they need be sad when it rock-bottoms? The highs and lows of individual have become so synthetically merged with high-lows of society-culture-politics-economy that not only happiness; all other emotions become scammed perceptions. One

presumes that a rabbit may not feel sad and depressed, if one fine morning it finds the green grass patch he enjoyed, has dried up. The rabbit may however be 'surprised'. It is said, an animal may feel fear, anger and disgust and become stressed. But, this stress shall last only for few minutes, till it takes suitable motor-behavioral action. The hormones shall surge and get restored to original. The animal may not be sad and unhappy in a 'passive' way as human can and always are. Animals do not 'invest' in scammed happiness.

5. Often, semantic conflations about a reality, especially in early childhood, create abstractions and confusion in perception and cognition about it. This confusion is quite usual as languages we speak, have inbuilt tendencies for conflation and confusion. Such confusions and abstractions are common with intangibles and multiple-emotion perceptions like love and happiness. We have already talked about how many realities have become 'suitcase' entities, packing so many different ideas into a 'suitcase' term. Like consciousness and love, happiness has also become a suitcase term. This happens in human world only as languages create and aggravate this suitcase conflation. We all know how there are words, which seemingly state our perception of our mental state. For example, there are terms like bad mood, depressed, negative feeling, down, de-motivated,

disinterested, etc. One person using these different words to describe his or her mental state cannot truly be perceived by other in the same 'perceptional veracity', which the former meant. They are intangible situations and we can say, even the person saying these words may also not be sure what he or she meant to convey through these terms. From the point of view of body-brain mechanism; there is nothing like a 'Sadness hormone', like the happiness hormone, which is triggered to chemically transmit these emotions. All the above-mentioned emotional states are actually what the scientists call as 'evolved emotions'. This means, they are 'culturally-mediated' shades of the core emotion of sadness. The sadness itself is not probably a true and innate emotional state. Sadness may actually be an *antithesis* of Happiness. If sadness was core emotion, the brain could produce a specific hormone like dopamine, which is referred as 'happy hormone'. The reality is; evolution does not like a sad and depressed organism. A sad-depressed organism cannot be 'driven' optimally to lead its journey to survival and mating success. Evolution favored 'Happy' organisms and that is why it created 'Happy Hormone' and not a Sadness hormone. That is also probably why evolution designed the brain to forget, rather than remember. Sadness is just the lack of happiness and a summation of low-optimality body-mind state of the organism.

However, this mechanism of happiness as lack of sadness and sadness as lack of happiness creates a confused cognition. We have already talked about how language owns much of the depravity and culpability in the scam humans live out. This creates troubles for perception. Many people complain, they are not being loved. They complain there is no love in their lives. They say, they don't get their love reciprocated in the same measure and intensity. Same is the common perception about happiness. Much of this perception has got to do with its broad-based and abstracted perception. Happiness is a complex perception in human world. It is not the same, what it is in animal world, which could be put in a linear idea of survival sentimentality and reward feeling. Scientists probably are right in saying that the happiness in contemporary complex world has come to stay as 'residual' quotient of feeling pleased minus feeling displeased. It is not that there are not and cannot be number of ways to have pleasing feelings. The trouble is that the contemporary milieus are so complex, complicated, depraved, brutal and loaded with criminality and pilferage of goodness that proportion of displeasure is always exceeding pleasure. The trouble with most people is that first, they accept happiness in aggregate and are unable to segregate pleasure and pains to handle them without entering into

mathematics of pluses and minuses. Secondly, most people calculate their pleasures and displeasures not in individual context but in collective context, aligned with society-politics-polity-economy. Much of the scammed perception about happiness is the trouble with average person. This scammed perception and processing of the reality of happiness makes happiness a very complex and abstracted idea. It is only natural that happiness does not get processed in the way, which could weed out the unnecessary and scammed 'frills' from the core reality of happiness.

6. Happiness, as perceived and lived out in contemporary human world seems to have become too erroneously synonymous to pleasure and that too of consumptive and actionable pleasures. As we said earlier, happiness is bound to be confused by similar terms and shades of realities like pleasure, bliss, joy, delight, entertainment, gratification, ecstasy, elation etc. The list of suitcase expressions is long. However, these similar terms have shades of the singular superordinate perception of the reality of feeling 'rewarded'. As we have talked earlier; the dopamine has its own share of culpability in scamming the perception of the idea of happiness. It seems, in contemporary human societies and cultures; the dopamine bestowal of 'reward' has become more aligned to and skewed in favor of consumptive and consumable pleasures. As we talked earlier,

happiness has also dominantly got aligned to 'ritualistic' aspects of action-behavior, which make people ape not true happiness but the *frilled* pleasures. Probably; the usually peripheral element of 'thrill' and rapturous exhilaration has come to stay as the core component of the cognition and acceptance of happiness. Somehow, this thrill element itself seeks 'unfettered' consumptive or behavioral freedom. This unfettered autonomy to have unlicensed excitement in all aspects and dimensions of life-living has probably overburdened the expectations from the reality of Happiness. The dopamine bursts at peak levels and nothing 'less' defining and benchmarking 'happiness' probably criminalizes the idea of happiness. This scams the reality of happiness. Such happiness is so very tough to come in contemporary world. Growingly, the human milieus are being restrictive and liberty is on the wane. The polity and economy are so constrained and pressured that they cannot entertain the level of freedom average person seeks for happiness. The constraints on individual liberty in fact create a propensity for more 'unfettered' behavior and actions. As it is denied and suppressed in contemporary human milieus; the average person feels more depressed, sad and unpleasured. The happiness becomes more scammed. The related aspect of this scammed perception of happiness is that a large spectrum of small happiness

has become subconscious happiness and they are not being registered and counted as happiness. These small happiness were a centuries back would have been big happiness as they would come only after much conscious struggles. A simple product like sugar and salt was not available to mass majority of people a century back. It would not come automatic, as it is now and for that a person hundred years back would have to struggle, make conscious choices and enter into a conflict with many to avail sugar or salt. That would register in this man's mind, a hundred years back, as a definitive happiness. Contemporary men and women do not even think of counting sugar and salt as happiness, even when they over-consume both, many times more than even those who had it a hundred years back. In modern times, therefore, conscious happiness must enter into a struggle and conflict to get registered as definitive happiness. This comes when he or she conflicts with society and state power. Or, it comes when he or she enters into a domain, which involves risk, thrill, competitiveness and conflicts. This aspect of scammed perception of happiness must be factored in, in contemporary times of general prosperity but huge inequality in resources, incomes and power.

7. We have talked earlier about how every individual's perception has become heavily 'contextual' to dominant and populist benchmarks of normal and

appropriates. Our modern and contemporary knowledge of consciousness tells us that cognition and consciousness has a cyclical alignment. Consciousness shapes up the cognition and cognition creating persevered experiences and long-term memory, impacts consciousness. There are two very critical and superordinate 'contexts' in modern human milieus of society-cultures-polity-economy, which makes conscious and definitive happiness a difficult proposition. These two contexts are huge deficit of '**Trust**' and over-encompassing emaciation of '**Dignity**'. The brain's own mechanism of feeling rewarded is almost constantly lacerated in everyday life-living of average men and women. The contexts of wider distrust and undignified life-living conditions and attitudes are huge dampener of reward sentimentality. Growing in-equitability, both socially and economically, undignified living conditions in heavily crowded, polluted and depraved big cities, livelihood and career stresses because of exploitative and inhuman conditions and treatments, insensitivities and suppressive propensities of governments, administration and law enforcement system, unpredictability and cunningness of commercial environment, growing distrust and undignified eventualities in relationships, etc are all installing dominant cognition of unpleasantness in consciousness of average men and women. This

dampens and even kills the reward feelings of people. In reaction of this eventuality, most people consciously or unconsciously alter their consciousness as they have to survive and succeed in such milieus of distrust and indignity. Their innate honesty, compassion, fraternity and amicability are sidelined and emaciated. Depravity and criminality take over. They are killers of reward feelings too. Growingly, Happiness in contemporary human cultures tends to come with enhanced risk and unpleasantness. This eclipses the shine and feel of lasting happiness. It has to be accepted that happiness or unhappiness (reward or punishing feelings) has a very large, yet un-registered inventory in a person's subconscious or unconscious mind space. Science has established that the subconscious registers almost all small sensory signals and processes them as per their 'emotional' input. The conscious mind states may not register it. Like, we are all used to a milieu where there is loads of noise, pollution and abusive languages. We have become so used to them that we do not now register them consciously. We carry on with our routine work; very much like the trained driver; who drives a car but does not register the processes of driving consciously. However, the subconscious brain states are processing every small detail and that is why a person is driving the car successfully. Similarly, the

subconscious brain states of limbic system, which handles all emotions and suitably signals hormonal response, are processing all small inputs of unpleasant sounds, killer polluted environment and disharmonious abusive languages, which emaciates homeostasis. The subconscious therefore stores loads of unpleasantness and unhappiness, which a person is not conscious of and aware of. This however affects his consciousness and cognition. The internal milieu of unhappiness alters the cognitive 'context' as it has stored short term memories of unhappiness and this unconsciously makes a person perceive external milieu and its normal situation with negative, unfavorable and unrewarding sentimentality. This subconscious unhappiness kills happiness situations and perceptions of rewarding probabilities.

8. We have talked earlier about how evolution worked its ways over billions of years to culminate into an organism as complex and as multidimensional as humans. Science tells us that Life of even a single cell organism in oceans, billions of years back, was itself too beautifully organized, capable and complex. If we look at a single cell, its bio-chemical complexity shall mesmerize it. We now know of reality far deeper and microcosmic than atoms and even particles. It is beyond human perception how an organism like humans, with 30 trillion cells and 35 trillion microbes in the body, works out a conscious life-living in

reasonably organized and cooperative synchronization. It is known that even the microbes have their impact on subconscious choices we make and own. However, what we have now known with scientific precision that this massive plexus of cellular enormity survives and manages its life-living through a hugely complex and incessantly evolving mechanism called Homeostasis. Homeostasis is a chemically expressed and modulated, tangible internal milieu of body-brain system, which all 30-trillion cells of body constantly and unflinchingly work towards. Nature's and evolution's innate intelligence, expressed in complex and galvanized chemical systems, is encoded in the singular survival wisdom of Homeostasis. If science has to define 'Happiness', in terms of innate, true, real and upright cognitive intelligence of nature-evolution; it has to be the attainment, maintenance and excellence of *Homeostasis*. The singular trouble of humanity; from the perspective of innate intelligence is that in contemporary human milieus and life-living, the synthetic man-made cultural intelligence has done almost all possible so-called smart enterprises to destruct and even disable the Homeostasis. Mass majority of men and women chase Happiness, all throughout their lives and at every step of this pursuit, they strike a body blow to their homeostatic wellness. This is the worst scam of humanity. The

most brutal and shameless part of this scam is that the dominant and ever-insinuating society-culture-polity-economy benchmarks keep up the high-engulfing flame of scam by prompting every human child to remain slaves to 'successes' and 'pleasures' of synthetic intelligence; all the while killing the innate intelligence of Homeostasis. The body-brain systems and their innate intelligence of 'Happiness' wants us to seek success and pleasure in attaining and maintaining Homeostasis. In reversal of this all, the man-made synthetic intelligence of contemporary cultures 'drives' us to seek successes and pleasures in such pursuits, which kill Homeostasis. Massive structures of man-made intelligence invests huge amounts of moneys and propaganda enterprises to keep this colossal scam alive and kicking; reigning the human consciousness; installed as crown on the slaved head.

This hypothesis about the probability of scammed perceptions about happiness and many other realities of human life-living may be approached from different perspectives. As we have earlier accepted a hypothesis that long eBooks are not in the 'Happy' domain of average readers; therefore we are not going into these approaches. The idea is to have a perspective of the contemporary realities of modern human world and the life-living we have accepted as 'normal' and 'right'. As I have always insisted; you should not accept a single word I have written here as

true and right. You must yourself enquire about the aspects we have talked here. You must internalize only those realities, which you have tested and personally experienced. I very humbly insist that what we have talked is only a hypothesis about a probability. We have attempted different aspects of this probability. You must not accept any of them till you yourself internalize them through the golden process of skepticism and personal inquisition. As I have always believed in making all my eBooks a personalized effort; I shall only be too happy to input you with whatever more you wish to talk about this idea about happiness. Do kindly write to me.

We shall now move onto a small talk about how to have a novel and alternative perception and cognition about Happiness. We shall deliberate on possible ways to **De-Scam** the idea of **Happiness** and try to find out how a novel and alternative idea of Happiness can work better for us and optimize our true, real and innate wellness.

**

De-Scamming Happiness

I always feel very crippled, when I write and communicate through words. The intent and its grandeur; its amicability and truthfulness are too colossal and complex to be successfully carried out by suffocatingly restrictive meaningfulness of words. If I could have the facility and

faculties, I would say nothing; still, wish to install in your consciousness this very intense and compassionate feeling that you are such a powerful potential, if you could unravel and decipher the true and real resources, your individuality in itself; unaligned with society-culture-polity-economy, has and can evolve into. A million words are all futile.

Languages have become the worst media of depravity and criminality of intents. Sadly enough; what most people say, is more like an 'advert' of intent and there is loads of 'fake-fudged' content in the adverts, divorced of the intent, which itself is precarious and conflated. People would 'love' to say, 'I Love You', as often as needed, even when they have very little thoughtfulness about the true reality of love. I have been writing, first as journalist and now as an author, since last 27 years and all along, I have very humbly tried to evolve such novel and alternative 'trajectory' of language; even while using the same words everyone uses; to counter and nullify the distrust and insecurity of subconscious minds of my beautiful readers. I remain invested in compassionately innocent and amiable composition of the melody, I seek to create, through the way I consciously weave my humble words. I always fail but often; the success comes from the side of readers, who are compassionate enough to feel my sincerity.

However, meaningfulness has its own precarious and meandering trail in deep woods. Only this intent is meaningful that you could be and must be truly and many

times more aligned with true, real and optimal wellness and contentment. I would always prefer to hold your hands; sit with you with tears in my eyes and express my intents through the collective and emergent vibes of 30 trillion cells of my body-brain about my singular wish that you should attain your true individualistic potentials; instead of saying any word. This cannot happen. Still, I very humbly and affectionately urge you not to pay much heed to my words and only assimilate my vibes about my wish. What my words say to you is there, just to prompt you to enterprise a journey to attain your best potentials.

As I have admitted earlier; I have no eligibility. I am not even literate, given what colossal knowledge stands there to be learnt. However, I say this with all humility at my behest that probably; I have consciously evolved to assign all my personal enterprise to ensure that I never align my individuality with hypocrisy. I tell you only what I have personally experienced and internalized into my own consciousness. You must not trust my experience and always view them with skepticism. However, my honesty and innocence; through the media of words; are for you to have perspective over what probabilities are there for internalization. I am saying below what I have experienced and internalized about Happiness -

- **In Short; The Gist; Of A Stretched Idea** - Why we have hypothesized that *Happiness Is A Scam*; is because of the simple and straight cognition that

Happiness, as it is popularly accepted and actualized in contemporary human world, is seeded in criminality and depravity. It seems very probable that this criminality and depravity has become synonymous with happiness as it is the innate intelligence of nature and evolution to optimize survival successes. This innate design of nature, which evolved the idea and cognition of 'Happiness' in organisms; seeded the lateral and concomitant emotion of **Competitiveness**. This however happened, much before humans happened on Earth. Competitiveness to optimize happiness, and in turn optimize survival-successes, through the chemical expressions of *reward* and *punishment* worked reasonably well in animal world and therefore it continued into human system. Competitiveness is not a criminal intent or idea. The human intelligence however turned this mechanism of happiness; reward and success as scams, as their enhanced and cooperative intelligence could successfully upload the man-made **Intentionality of Criminality** and depravity over nature's intelligence. The innocuous cognition of competitiveness could be turned into a theme of criminality and depravity only by extraordinary human intelligence of faking and fudging. Animals do not have the mental wherewithal to even feign an intentionality of criminality. The innate emotions as a carrier of intentionality got

hijacked as humans evolved this novel intelligence to fake, fudge, fabricate, fictionalize, and defraud intentionality. To say, 'I Love You', even when intending to kill you, is exclusive intelligence of humans; animals cannot compete with this brilliance of human mind. Deception is also present in animal world but in very minimal ways. It is exclusively human 'wealth' to architecture such marvels of deceptions and also add artistry of abstractions and advertized sincerity, which takes the scam of all realities to different levels in human world. We need to accept in modern times that Happiness has to be our internal landscape and milieu; it is in essence, an internal body-brain process of optimizing knowledge and awareness of self, vis-à-vis the external milieus. This in truest sense has always been hailed as the centrality of intentionality of all religions and spiritualism. Scams however hit them the worst.

Externalizing Happiness; aligning happiness with attainments and possessions of entities in external milieus, criminalizes and depraves happiness. It has somehow become the nature's trap; humanity has not only become slaves to but also used it to scam others and self. Nature wants us to be happy organisms and for that its mechanism is chemically mediated and subconsciously orchestrated intentionality of reward and pleasurable successes. It instituted the habit-forming chemical plexus to remain aligned to

rewarding and happy ways. As this reward and pleasure comes from organism's interaction with external milieus, where other lives are also present; it automatically breeds competitiveness. This innate intelligence has now been usurped and hijacked by human intelligence and as this competitiveness has become unmanageable in extremely over-populated and monstrously unequal society-culture-polity-economy; success and reward feelings have to be in connivance of depravity, cruelty, criminality and deception to attain probability. Society, cultures, polity, faith systems, economy, commerce, relationships, et al, have all become hugely corrupted, criminalized and unashamedly fake and deceptive. Everyone seems to have fallen into this trap and we all are living out a scam of reality. Human world cannot have benchmarks of animals. Human society and culture cannot be a jungle and battleground. If humans consider themselves not as animals and not as worse than worst of animals; they have to dump these benchmarks of reward and pleasure plexuses. Humans definitively need an alternative and novel **reward-regime** to qualify as humans. They need compassion, fraternity, equitability, knowledge, amicability as benchmarks of reward, pleasure and successes. This scam needs to be weeded out of human world. Ten thousand years of human civilization could not do it. Modern humans have the

knowledge to do it. But, it shall never happen. *Sanity Is Impossibility*. The threshold of this possibility humanity has gone past long ago. It cannot be redeemed and relapsed into. However, an individual sure can understand this all and can successfully de-scam his or her Consciousness to embark on the journey of true and real happiness, which is best expressed in the idea and cognition of compassion and fraternity. This can happen when a person is truly aware and knowledgeable of not only realities but also the mechanism and processes of realities. The usual subconscious and perceptional life-living cannot help one come out of the scam of happiness and other perceptions. Science now has bestowed on us a powerful knowledge of all realities; including our own body-brain realities. We all need to be aware and receptive of the new knowledge. This is what this eBook humbly seeks. It is for an individual – it is for you. This is not something new. Since thousands of years, humans have known it, advocated it but never practiced it. Some individuals have; always. You have the potential; the probability awaits you.

As we have summed up the core idea of the scam of happiness, we shall now venture into some details to bring home some more aspects of the same idea. We talked very early about the need to unlearn the dominant and populist perceptions and this we can do by dumping the old, archaic and now obsolete *analogies, symbols and metaphors*, with

which we identify and align with a reality. *Happiness* as an idea, perception and term needs to be ‘unlearnt’, very much like the populist and dominant idea and perception of *Love* and *Reality*. We need to change the analogies and metaphors for identification of love and happiness. We need to unlearn and dump the perceptual reality of **Love** and instead, replace it with the term, idea and perception of **Compassion**. The difference between love and compassion is not only linguistic and vocabularical; it is in the ‘feel’ and maneuverability of the expression. Love and compassion are different landscapes. Similarly; happiness should ideally also be unlearnt and dumped and instead, the term, idea and perception of **Contentment** should replace **Happiness**. Overall, we need to dump the old and dominant perceptions of all **Emotions** and instead imbibe the very scientific, objective and superordinate idea and perception of **Intentionality**.

It is important that there are conscious changes in the entire neural mapping of reality, as we are now having and are used to. As we change the analogies and metaphors and consciously accept novel and alternative perceptions, we change our neural landscape-milieus and journey a new feel. In that enterprise, we also need to unlearn the metaphors of ‘Reward’ feelings. We need to weigh and calculate not happiness but contentment and not in terms of *Reward* feelings but the feel of **Willfulness**. This willfulness is the power and endowment of thoughtful conscious judgment of truthfulness and sanity to our own

self. If we are willfully making all choices and more importantly very consciously saying 'No', instead of unconscious 'Yes', after settled process of thoughtfulness, we are being truly rewarded. The benchmark of reward is not the metaphor of attainments but the 'empowerment' to be a willful owner of truthfulness.

Similarly, we need to unlearn 'success' and instead learn the idea and metaphors of optimality of impact of processes. Even if we fail in attaining what we wished, if we have consciously and willfully done all those behavior and actions, which were necessary to create honesty, compassion, amiability and equanimity; we have truly succeeded. Also, success is for contentment of individuality; not the endorsement of collectivity. Societal-cultural success benchmarks must be unlearnt as it often kills contentment and willfulness. In that chain of unlearning, there is this urgent need to reorient our perception of popular sense of *Maturity* and *Logicality*. We have already talked about them earlier.

The simple reason for this change is the proposition; a hypothesis that Happiness, Reward, Success, Love etc are all contextual realities, perceived largely by the benchmarks of the *Collective* domain of societal-cultural landscapes, which we all know have become depraved and decayed. On the other hand, Compassion, Contentment, Willfulness and Processes are all very *Individualistic* and *Personal*, where collective element is not even required.

The later aspects are also more in the aware and conscious domain. This makes an individual free and de-scammed. We all know how an individual is so unfavorably placed in the deeply unequal and distrustful milieus of society-culture-politics-economics. Happiness, Success, Reward and Love is so scarce and usurped only by a handful of people that an average person cannot get them easily and enough. That is why there is this need to empower individuality and personal universe and find those endowments, which are already there within three layers of consciousness. We just need to optimize them with our conscious choices and reorientation of attitudes and cognition towards realities that truly and really matter to us.

The above-mentioned aspect is crucial background, which is required to de-scam happiness and begin a novel and alternative journey of life-living. We now list up point-wise, what we may embark upon to have a more meaningful, empowered and fulfilled life-living; which truly optimizes our personal potentials and leads to better, deeper and true-real wellness. Here we go -

1. First and foremost is the need to understand the idea of Consciousness, unlearning old, archaic and obsolete metaphors to identify it. It is crucial because your Consciousness is the sole 'media' of all perceptions and all feelings of realities. We need to understand that the 'self' or 'I' is in three layers of

unconscious, subconscious and conscious and all three are in continuum; not segregated or compartmentalized. Consciousness, our sense of self or 'I' is not one entity but, it is an emergent holism of three different parts, interacting and cooperating with each other. We, as 'I', do almost 98 percent of actions and behaviors not 'owned' by conscious self as it is not registered, unless very aware. But conscious is affected and shaped up by unconscious and subconscious. Ideally, we need to expand the domain of conscious from the current two percent to 98 percent. This may be impossible but we have to keep expanding the conscious domain by doing simple things. What? We know; conscious choices or what we popularly call as *Free Will*, happens when we do 'deliberate' actions to first, retrieve or create a clear mental image of reality by using the energy of skepticism; secondly, we initiate inner talks or what we call self-dialogue, introspection or self-evaluation; thirdly, we recall long-term memories and assess a situation on the basis of experiences of objective knowledge we have stored. Naturally, this needs time. Science tells us that 'executive decisions' by cortex parts of the brain may take days and weeks to process information and arrive at a decision. The subconscious handled by limbic system is however quick and reactionary. Therefore, we need to stop being reactionary and initiate the habit of leisurely

thoughtfulness. We need to reorient our perception about loneliness and leisurely life-living. They are not bad, as most of us think; rather, they are need of the hour. Conscious self or aware 'I' happens when we face conflict situations, where there is this call to take decisions between different options and choices. This elevates brain wave frequency and neural plexus strength. *Intentionality* is at its *Optimum* and most fruitful when we are conscious, aware and receptive and not reactive. We have discussed how perceptions are automatically engendered by subconscious using 'filters' of emotions and short-term memories. This is to be unlearnt. Only a conscious and aware person can be in optimal position to have sanity and system of poised and sound judgment of normal, appropriate and right. This is the situation where happiness must always be processed – consciously and in receptive, thoughtful and willful mode. However, one needs to keep upgrading one's knowledge inventory to ensure that conscious choices have better probability of being true and right.

2. The hypothesis of conscious choices also means that you need to consciously intervene in subconscious cognition of Happiness. As we have talked earlier, there is subconscious domain where happiness may be processed but we fail to register them. We need be very aware and consciously bring out those hitherto 'unregistered' and unrecognized happiness into

domain of conscious registry. This happens when you stop being reactive and reactionary. You cultivate receptive mode thoughtfulness; think long-term and indulge in self-dialogue. We have to rethink how we journey. Usually, we look at buildings and specific structures, when we travel. We need to change this and journey into the feel of landscapes. Happiness is also about journeying landscapes, not buildings. To facilitate understanding of this process, we may consider a process, about which we are not always aware, even if it happens with all the time. As we have talked earlier, scientists have been able to predict what a person shall do, seconds before he or she actually does it. This we can feel. Our brain states decide an action or behavior and we, as a subject or self, simply 'own' it. Remember, when you sing or recite poetry; if you sit calmly and try to feel it, there is a sort of 'prompt', which comes in your mind, leading your singing or recital ahead. It is very much like your shadow, simultaneously lingering inches ahead of you as you walk past a lighted source. This 'prompt' or neural finality of action is so automatically aligned to our consciousness that we 'own' it without being aware that we are being 'led'. We have already talked as how unconscious, subconscious and conscious are all in continuum and synced to be in singular holism, even when they are different entities. If we are aware; if we practice this art of being aware

and very conscious of the 'prompt' or 'lead' of subconscious mind states, we can intervene and even alter this 'leading' voice inside. This is the way to be the master of the intentionality, rather than being a slave of it. If we could do it, we de-scram happiness as more and more subconscious choices and registry of happiness would be available for conscious and willful thoughtfulness. The usual emotional or memory filters, which decide subconscious happiness, then come to be replaced by the filter of willful and thoughtful logicality. As we have repeatedly talked; we all need to test and refine the *Intentionality*, which 'leads' us through a continuum of unconscious-subconscious and conscious. It happens when we become aware, receptive and leisurely to consciously check and re-check the subconscious-intentionality into conscious one.

3. As we have talked earlier, the innate intelligence of nature has clearly listed the *Homeostasis* as the true and real *Happiness* of body and mind. It is difficult to describe and even imagine what the blissful contentment of being in optimal homeostatic poise means. In contemporary human world, almost hundred percent men and women are in some sort of homeostatic imbalance. Human body-mind is a hugely complex system and there are number of sub systems, which in totality and holism ensure homeostatic wellness. There simply cannot be a true and real

happiness or even contentment if a person is in bad homeostasis. This is not the space to detail about the realities of homeostasis but it is some knowledge everyone must have. Our body and mind are the sole media of all realities. Consciousness, as the media of all perceptions is also in optimal sanity when our body-mind has holistic wellness and poise. If homeostatic poise is disturbed, a person's perceptions as well as sense of 'I' also get affected. Homeostatic imbalances bring about not only diseases; they also affect the consciousness and intentionality. A troubled homeostasis may very well be a subconscious invite to criminality and depravity of Intentionality.

Homeostatic troubles disarray the unconscious and subconscious layers of brain states and as we have discussed before; as conscious is in continuum of unconscious and subconscious, it also gets affected by a bad homeostasis. For every one of us, the primary and lasting happiness condition is homeostatic wellness as it keeps the landscape of body-mind true and rightfully real. It needs to be understood that like consciousness, happiness is like a Field, a milieu, a landscape. Happiness is not a building; it is a landscape. Homeostasis of the body-mind is the idealism of this macrocosmic landscape, within which the microcosmic landscape of happiness emerges as milieu. That is why primary happiness is homeostatic wellness and sanity.

4. Probably, the simplest and optimal idea leading to true and real Happiness or contentment is the reality that Individuality is your start and Individuality is your end. We begin as pure and singular individual and we leave the world as individual. However, in between, the entire journey of the middle-reality, we keep losing and emaciating our individuality, gradually 'evolving and maturing' to be better slaves of the collective milieus of society-culture-polity-economy. In this journey, we subconsciously deprave, conflate and criminalize our consciousness. This vitiates our macro milieu, which in turn infests and infects happiness with malice and maladies. We need to redeem our individuality and re-track our life-living journey to the road of individuality. We need to 'unlearn' and dump so many subconscious and unconscious 'collective contexts', which scam our individuality and thrust upon us such benchmarks of normality and appropriates, which scam our perceptions. Un-aligning our individuality from collective compulsions shall also save us from loads of criminal and corrupted insinuations, which the collective spaces are filled with. However, it is very important to understand the domain and nature of individuality. Individuality does not mean unfettered and un-thoughtful action-behavior of one's 'unreasonable' choices. As we have discussed earlier, individuality means conscious, willful and logical

thoughtfulness in retrospective and receptive mode of life-living, based on objective-scientific knowledge.

Individuality means not automatically subscribing to populist and dominant cultural benchmarks, without subjecting them to the energy of personal skepticism and inquiry. Individuality means we strive to become a good judge of our own actions and behaviors, on the basis of personal and internal benchmarks of compassion, contentment, amiability and equanimity and not reward, success, happiness and attainments defined by collective generality.

5. Since thousands of years, even early humans more than 3000 years back could discover and understand that there is an internal landscape, from which the tree of consciousness and personality emerges. The tree shall have the same personality, as is the core nature of the landscape. We know now through our knowledge of science that the milieu of 'conscious' is the landscape of subconscious and unconscious. The three are parts but in continuum and work as holism. The soil, which roots the tree, must be good and right for the potentials of fruition of the tree. Therefore, very consciously, we need to align only with those elements within us and also in external milieus, which installs contentment, equanimity and amicability in our subconscious milieus. Consciously, we need to dissociate and distance away from conflicts, confusion and depravity. True and real Happiness is also a

milieu; it is essentially a landscape; it is akin to soil. Goodness, richness and wellness grow out of the milieu-landscape-soil. Happiness is not object or tangible entity; it is like the intangible environment, which muffles us all around. You just need to be in good milieu; happiness follows and flows. People take a break from their tough jobs and busy life-living and move to salubrious and beautiful locales as tourist. They do nothing big; just relax and enjoy leisure to innately and subconsciously feel contentment and wellness. The internal milieu of a child is pure and that is why they are unusually happy. The internal milieu of mind consciousness must always be 'salubrious'. Consciousness is your sole media to all perceptions. Consciousness is a landscape. This landscape must always be your priority and our enterprise must always be to ensure the sanity, system and symmetry of this landscape. If we look back at the idea of homeostasis, we have discussed earlier; we can say - *You take care of your Homeostasis and your Homeostasis takes care of your Contentment and Wellness.* Homeostasis is major part of your internal landscape and therefore, we can say that if we take care of our internal landscape, it in turn takes very good care of all our wellness and happiness needs.

6. Since ages, the greats of humanity have warned us to be prudent and upright in deciding what you create

and save as true wealth. They have insisted that the true and real wealth of humanity is the deeply internalized and long-term experiences and memories. At the end of the life journey, most people recollect their experiences and not the moneys and tangible assets. This needs to be understood and accepted. This is very crucial for wellness and contentment. We have already talked about Intentionality. Our brain states process and devises this cellular intentionality into drives. The drives are expressions and communication of body's innate needs and instinctive purposes. Metaphorically; we can accept Intentionality as core grammar of body-brain ecosystem and drive as syntactic landscape of the language of body needs for survival wellness. However, poetry of living means that our individuality and Consciousness must understand that Intentionality is just the 'Media'. The grammar and syntax are themselves 'metaphors' of meanings and holistic logic of body requirements of survival wellness. It is a media, very much like money, which facilitates utilities but in itself, it has no self-worth. What value of money if can't spend it or use it to transact happiness. Money is good only because it facilitates *transaction of experiences*. This media of Intentionality opens up the portals of myriads of shades of experiences of emotions and all of them feed into the larger and holistic expressions of

Intentionality and drives in looped cyclicity. Therefore, every aware and intelligent person must understand that as money is important only as 'Media' of varied experiences; Intentionality as core, innate and instinctive 'Media of Purposes' is important only when we consciously and willfully lend different living experiences to enrich, evolve and embellish it. Simply speaking; even if we accept that 'survival' is core and singular Intentionality and all drives feed into this singular need; we must understand that the word 'survival' is also essentially a media and metaphor only. Survival intentionality can be experienced in infinite ways. I can say, I cannot survive without love, without a burger, without friends, without gaming, without this and that. In reality; I can survive well only with a big bowl of fruits and vegetables. Still; I align my intentionality of 'survival' with so many experiences. The trouble is, I am not very welcoming to hell lot of other experiences, which others are having and are possible. Therefore, an aware and intelligent person shall always work its way to optimize **Experiences** of infinite shades as purpose of life-living **Successes**. Money, wealth, fame and consumption are only 'Means' to galvanize the attainment of 'Ends' of richness of Life-Living Experiences. Contemporary cultures have blurred this critical difference between means and ends. There is obsessive predominance of

attainment of means only and there is little attention to work towards the ultimate and true ends. A truly rich person is supposed to be really 'Happy' and this richness is the wealth of 'Experiences'. More experientially wealthy you are; better stands your contentment, wellness and personality.

7. In contemporary human world; the most precious thing probably is fruitful leisure and solitude. Often, people are scared of their own individuality and therefore, they fear being lonely. Loneliness is a passive acceptance; we have already talked about it. However, when you consciously opt to have a sedate and thoughtful leisure with your individuality, you may call it solitude and this shade of active loneliness is very much equal to diamonds in your jewelry box. We need to consciously practice loneliness in active mode. The simple idea is to keep your brain functioning at gamma wave frequency. Science has proved that when you are very aware, conscious and proactively retrospective and thoughtful about your individuality in interaction with all realities in and around your milieus, your brain plexus works at gamma wave frequency. The gamma wave frequency makes you feel a deep sense of contentment. You may call it happiness, as scientists term it. Your cognition and thoughtfulness improves and your decision-making abilities are streamlined. The simple idea is to withdraw from the reactionary and auto-process

behavior-actions in your busy daily life-living routines and practice the artistry of solitude and loneliness. You invest in your individuality by being amicable and true with your own deeper self. This helps you focus and journey aware and conscious willfulness and thoughtfulness. This is the gamma wave situation and this creates a milieu and landscape, which is right, true and fruitful for larger and deeper sense of wellness and contentment. You probably think of meditation and related spiritual practices. Do kindly unlearn this confusing metaphor of meditation. You do not need to meditate to arrive and stay at gamma wave zone. Few hours of meditation is not what you need. You need to reorient your thought-process and cognitions. Gamma wave situation is a continuous process. You say no to any situation or insinuation, which draws you away from your individuality, solitude and equanimity. You consciously opt for a milieu and lifestyle, which keeps you in continuity with aware and conscious life-living. Loneliness is not an hour long meditation need. It is a way of positioning your personality and individuality, vis-à-vis external-internal milieu realities. It is a process like journeying into a landscape you feel good about. This process of solitude and individuality is not for sitting calmly and holding your breath. It is for orienting your individuality to more awareness, more conscious thoughts, more knowledge, more

experiences, more logicality, more symmetry and more compassion. It is for more and better. The importance of loneliness can be understood from another perspective of Emergence. We have already discussed how consciousness and even happiness is an emergent reality. Emergence process involves myriads of elements in assimilative, integrative and harmoniously cooperative ways. Emergence blends and rearranges the Field or Landscape of Consciousness in a harmonious loop, engendering something novel and beyond what elements can individually make possible. The big trouble is that the contemporary collective spaces are killers of processes of emergence. The attainments of money, fame, power shall always happen only in these milieus of collectivity and as the collective space is so depraved and conflicted, they shall kill harmony; in turn killing emergence processes. Individuality simply cannot breathe easy in massively polluted collective spaces. Naturally, alternative and novel living shall require redefining loneliness and success. True happiness shall happen only when there is true wealth inside and there is deep amicability with individuality. There is this precarious situation in modern human world. The poverty inside; the penury of sanity-poise-wellness of individualistic self, in his or her personal-private space coexists with money-fame-power of the same person in external milieus. Poverty

and opulence remain side by side, associated with the identity and persona of the same person. That is why it has to be understood that no harmony, no emergence; no happiness. A person is truly wealthy, successful and happy when he or she masters the artistry of keeping his or her individuality in gamma wave zone – a continuum of self-awareness.

8. I extend my apologies for listing this point as it may not be pleasant. But, this probably is the most critical aspect of de-scamming happiness and reaching out to true and real contentment. This seems an oddity to say but the fact is that we need to learn and evolve ourselves into a poised intimacy with **Grief**. Do very bravely and compassionately, accept this world, you live in, as a colossal landscape of Grief. After this acceptance, internalize grief and then very innocently accept that there is only one way to journey the landscape and that is, the **Artistry of Playfulness** with Consciousness. This alone can help attain the sanity of senses, very much indispensable for perception and internalization of happiness, contentment and wellness. If you sincerely think of life-living realities, irrespective of what milieus you live in; it is not very difficult to see and accept that the very design of life, living beings and this nature we all are part of, is aligned more towards grief and painfulness. It is probably why nature and evolution endowed us a brain, which is innately wired to forget

and forego. We have talked about how many scientists feel that it is natural for most people to consider happiness as residual substance after deducting grief and pain from normal life-living realities. We need to unlearn this mathematics. We need to accept grief also as a landscape as we consider happiness as one. There is this innate and even learnt attitude in us to deny and deceive grief realities. Denial and deception of unpleasant realities is not very helpful. If grief were peripheral reality of life-living, we could probably win by denial and deception. However, grief and painfulness is the life. It is like an unavoidable journey through long and treacherous mountains. You can think of even beginning a journey only when you accept the situation and get necessary knowledge about the terrain and landscape to create a safe and happy pathway, meandering along the rocks. That is why, it is very critical that we consciously realign our sense of both grief and happiness. We have to accept both of them as landscapes, which may require different navigation skills. As we mentioned earlier, there is this artistry of *Playfulness* with our consciousness, which facilitates this navigation. It is a huge domain how to train your consciousness to alter its cognition about grief. We avoid the detailing as it shall unnecessary add bulk to this eBook, which we don't want. We just describe this artistry by accepting this

hypothesis that much of the grief and painfulness come to us primarily because of our scammed sense of reward, happiness and success. A conscious change in cognition of the populist and dominant cultural consciousness, which guides us to accept a grief or pleasure, can emaciate much of the grief and pain perceptions. It is a dual process of 'unlearning' subconscious cognitions and then 'learning' to replace it with consciously assigned novel and alternative perceptions of everything - pleasure or pain.

9. I may be wrong, but I believe, nature and evolution may be a stupid engineering, still, what this engineering innately installs is a 'Happy Life' for all living beings, from a single cell organism to 30-trillion cell human. This 'happy' hypothesis emanates out of the 'Infinite Potential' that nature-evolution processes create in every little or big adjustments to make lives more suitable to 'successes' in their ambient milieus. Life's continuity and living experiences themselves are 'successes' in many ways. A healthy, normal and aware human being is the stamp of success of billions of years of magical progression of time in nature's lap. It is a culturally mounted 'benchmark'; which may be deemed as scam; to waste life-living potentials and embedded success in mad, depraved and criminal pursuits of external happiness and successes. This hypothesis unravels a marvelous

landscape of probabilities, which must never be accepted as Reality and be objectively accepted as neutral – neither happy nor sad. The fact remains that the landscape is brutally opportunistic, as billions of organisms, including humans, wage a constant battle to survive and succeed. This battlefield of living landscape therefore presents the transcendental feel of grief as muffling milieu. The inevitable mortality and predatory-structure of food chain stamps the dominance of grief on all living beings. However, despite this inevitable grief landscape, we can clearly see how nature and evolution has designed all living beings to innately stand in happy propensities. All animals are unusually in happy state. Healthy and normal kids of humans are in happy state. Rest of humanity is also incessantly and singularly in persevered pursuit of happiness. How bizarre and brilliant this juxtaposition is! The landscape of living beings is a grief-landscape yet; most living beings are innately inclined to be and remain in happiness milieus. As we said earlier, evolution didn't design and install a sadness hormone in organisms, even when it installed a very powerful and dominant 'Happy Hormone' called dopamine, made it a massive system pervading body-brain plexus and also created handy and supportive associate hormones of Oxytocin (love hormone) and Serotonin (mood hormone). The nature and evolution want us to be 'happy' and they

created sufficient and strong structures for that. But; these structures are all within consciousness. They are in our body-brain mechanisms and processes. Still, majority of people in most of times are either unhappy or not so happy. It is therefore, very clear that the trouble is not in innate intelligence but the man-made intelligence of happiness perception and actualization. Science has begun to understand the trouble insinuations in man-made intelligence as it has begun to decipher the deep-seated sensibilities and wisdom of nature and evolution. Essentially, it suggests that true and real happiness in synthetic human intelligence has become a scam. This scam has eclipsed the innate propensities of happiness. Global researches on longevity of life and happiness among humans have repeatedly shown that the optimality of all human wellness benchmarks are attained when humans live in honest, peaceful, amiable, sociable, compassionate and simple milieus. How sad that humanity has destroyed all these elements of true happiness themselves. Globally, in all cultures, 'success' benchmarks are money, wealth, power, consumption and fame. Humanity defines 'growth' and 'development' in these terms. This is deception of self. Humans are geniuses of deceiving themselves and denying reality. They live out scams of perceptions and finally, they become scams. Unlearning this scam is easy, if we understand Reality

as it has now been deciphered by science in great details.

**

Epilogue

There is a design; pattern and symmetry in the vast universe. Then, there are scales, magnitude, dimensions and diversities. Everything listed above are in massive stretches, the extremes of their two ends is beyond intuitive perception and feel of average person. In modern scientific parlance, they all are **Information** – we and our lives are also Information. The information and its interacting plexuses engender what we have discussed as *Intentionality*. This intentionality seeks a ‘Media’ of expression to energize its incessant evolution. Knowledge, which is popularly known as science, is inquiry into Information – in its originality as well as evolutional finality. Scientists call it **Landscape**. Our lives and living experiences therefore have them all – *Design; Pattern, Symmetry, Scales, Magnitude, Dimensions, Diversities, Information, Intentionality, Media, et al.* We, our body, our brain prowess, our consciousness are a poor and insufficient **Media** to decipher and unravel them all in their

holism. Only knowledge keeps enabling and empowering this poor media to evolve and expand the width and depth of perceptions and awareness. Knowing about them all is a journey towards optimization of the best of potentials of self or consciousness, which life-living offers the rare opportunity to experience. This empowerment; this eligibility to experience the optimization of potential is a process, which is a huge wealth and massive

Contentment. It requires a novel and alternative cognition and consciousness to internalize this contentment. This evolves as one consciously aligns with the humility and acceptance that experiencing and then internalizing realities in its unlimited probabilities is the ultimate process of perpetuity of happiness. I do not believe in the utility of words in carrying the intent; still I write what I have internalized in my own life, to make sure, someone, who wishes to embark on the journey of optimizing his or her best potentials, may find it helpful in some peripheral way. I write to invite you to attain your best potentials. Thanks, all best.

**

A Humble Request

I am always sure about two realities - First my own worthlessness and secondly about your worthiness as reader. That is why I humbly invite you to have a look at

my other eBooks, which await your attention to install some utility and worth in them. They may facilitate some idea about how contemporary scientific knowledge about different shades of realities has the potential of leading us to larger and better wellness successes. Thanks. All best!

About The Author



People say, what conspire to make you what you finally become are always behind the veil of intangibility. Someone called it 'Intangible-Affectors'. Inquisitiveness was the soil, I was born with and the seeds, these intangible-affectors planted in me made me somewhat analytical. My long stint in media, in different capacities as journalist, as brand professional and strategic planning, conspired too! However, I must say it with all innocence at my behest that the chief conspirators of my making have been the loads of beautiful and multi-dimensional people, who traversed along me, in my life journey so far. The mutuality and innocence of love and compassion always prevailed and magically worked as the catalyst in my

learning and most importantly, unlearning from these people. Unconsciously, these amazing people also worked out to be the live theatres of my experiments with my life's scripts. I, sharing with you as a writer, is essentially my very modest way to express my gratitude for all of them. In my stupidities is my innocence of love for all my beautifully worthy conspirators!

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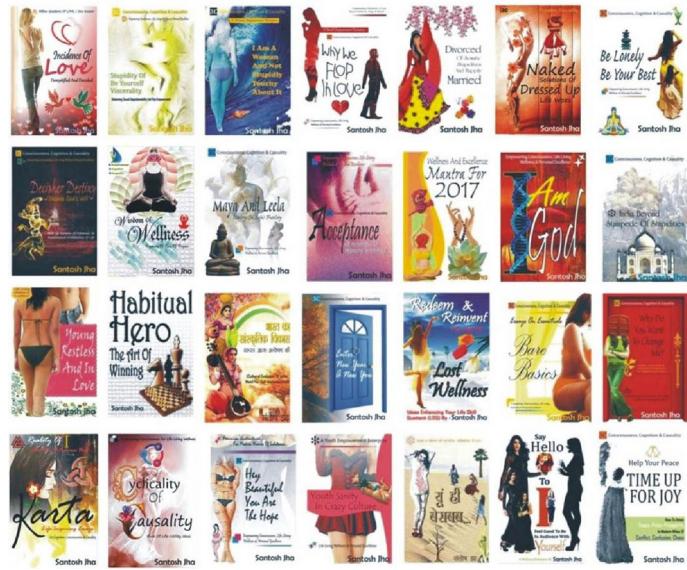
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